

A COURSE OF STUDY
IN
SCIENTIFIC SHOE FITTING
AND SALESMANSHIP



AMERICAN SCHOOL OF PRACTIPEDICS
CHICAGO





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This extension course is official only
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of Anthony Malinowski
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INTRODUCTION

In the preparation of this Course of Study in Scientific Shoe Fitting and Salesmanship I have had in mind particularly the man, who like myself, is visualizing the retail shoe business twenty years hence.

In these lessons I am going to give the student what I know are the means by which he can realize his ambition to be a leader of his calling—whether he be a merchant or a salesman on the floor—a man far above the average in both earning capacity and ability to give public service.

To the shoe man who feels that the swift, often remorseless competition of our times, has grasped from him the opportunity to make his mark in the business world, this course will have little appeal. For if he *thinks* the door is closed unto him, closed it is. “As a man thinketh so is he.” You, the reader, know this.

In addressing you I am talking to someone who has seen, like myself, men in the shoe business climb to remarkable heights of success in the face of opposition, obstacles—competition if you want to call it that. You, like I, know that success is in the man and not the circumstance. These successful shoe men did what their less fortunate fellows did not—they thought in terms of success and then applied that thought. They simply used brains—the means that others had overlooked, neglected.

Much of what I have to say in this course has been learned in the hardest school in the world—Experience. Much, too, represents the collective thought of shoe men to whom I owe a debt of gratitude for their helpful suggestions.

In this course there will be found nothing that is technical

or hard to grasp. Nor will the student find anything that is not workable or practical. I have indulged in no speculations and every statement made has a basis in fact. I have every reason to believe that the shoe man who carefully reads these lessons is going to profit thereby exceedingly. If he finishes this course he will find himself equipped as never before to win his place in the sun.

HOW TO STUDY THIS COURSE

***R**ATHER than follow the dry, hard-to-learn rule, this Course is written in a breezy, interesting way—to encourage most careful attention of the student. It contains a world of information on the various subjects and every lesson should be mastered, understood before the student proceeds to the next. Only in this way will the reader obtain the benefits of his work.*

It is the desire of the school that every student do his or her best in pursuing the study of the Course to pass a final examination, which is rewarded by the issuance of an attractive, engraved certificate, engrossed with the graduate's name and bearing the seal of the School.

After you have studied the entire Course and have ably answered the quiz after each lesson, write to the School for final examination papers.

After receiving them, answer all questions, mail to the School for grading and on papers showing 75% or better a certificate will be issued to the student without additional cost.

*Address: American School of Practipedics
Chicago*

LESSON NO. 1

SALESMANSHIP

*Salesmanship a Glorious Game—Its First Principles—
“Know Your Goods” Secret of Selling Success—
The Romance of Shoes—The History of Shoes—
Selling the Stepping Stone to Greater Things—
Specialization Only Another Name for Efficiency—
Difference Between a Clerk and a Salesman.*

Salesmanship is the highest-paid branch of business. The heads of most great concerns attained their position by being super-salesmen.

The man who can sell goods, and thus make a profit, can always command a fair share of that profit.

The man who doesn't create profits is a dead expense, and expenses are always kept down.

Among salespeople there are the same two classes. One is only an order-taker, handing out what people ask for. He is a dead expense. He will always be paid just as little as necessary. And when his employer can replace him with a salesman he will do so.

Another clerk is a salesman. He increases orders. He sells what people do not think of asking for—what they didn't consider buying. He adds to the profits of his employer and earns a fair share of those profits.

Such a man will soon graduate into wider fields of salesmanship, for the market for good selling talent is always active.

The first principle of salesmanship is “KNOW YOUR GOODS.”

It is, perhaps, the greatest single asset that any salesman can have, and it is the easiest acquired.

"Know Your Goods" is a lesson any salesman can learn if he is willing to apply himself.

By "Know Your Goods" I don't mean merely a superficial knowledge.

An old adage says: "A little knowledge is a dangerous thing."

This is a trite truism. Yet how many of the clerks you know, who work with you side by side, day after day, really know the goods they are handling?

How many can tell you, intelligently, why certain articles are superior, why they are preferable?

Among the highest paid salesmen on earth are advertising writers. They perform every day the most difficult selling task imaginable. They sell through a few printed words millions of dollars' worth of goods.

How do they do this?

They do it by "Knowing Their Goods." An advertising writer starts in by learning all about the goods he must sell by printed words.

He has no personal appeal to help him put over his sale. He has no setting to help influence the person he is trying to interest. He has no stimulated desire for the goods.

He has, often, an extremely limited space in which to deliver his message, and this space must be occupied by type that is large enough so that it is readably attractive.

The average person can speak at the rate of perhaps 100 words a minute. The salesman is rarely limited as to time. He can take half an hour to tell his story. He can speak hundreds, yes, thousands, of words in delivering his message to his prospective buyer.

The advertising writer has perhaps a hundred or two, sometimes three or four hundred, words in which to tell his story.

Therefore the advertising writer must make every word count. He can't afford to waste a single word. And every word he writes must carry selling power.

This is the reason why successful advertising writers—who are only salesmen on paper—are paid such big salaries.

They are super-salesmen.

And the secret of their super-salesmanship is that they know their goods, the uses of these goods, to the last detail. They know all about these goods, from the raw material that goes into them to the processes of manufacturing, the methods



The trained shoe salesman always uses the foot of the customer, once the shoes are removed, to explain any peculiarity he finds in its shape.

of selling them, and the appeal these goods must make to the buyer.

All this intimate knowledge about his subject the advertising writer must condense into a few short phrases, and he must make this story so interesting that people will be compelled to read it.

That—and that only—is the secret of good selling.

There are interesting facts about the most commonplace goods. Every industry has its romance, whether it be the collecting of raw material, the story of invention, the epic of thundering factories, or the story of how the goods are built to meet certain requirements.

There is a wonderfully romantic story in the history of shoes.

There are romances in every part of a shoe, romances born in a hundred different times and climes.

Yet how many shoe salespeople know even the most simple romance of shoes?

Do you?

What do you know of the leathers that go into shoes, of their tanning processes, of the difference that exists between the various kinds of leather?

Do you know what the different trade names for leather mean?

Do you know why certain leathers wear better than others?

Do you know how leather is converted into shoes? How new and wonderful machinery does all the work that formerly was done by the humble cobbler pegging away at his little bench?

Do you know what the parts of a shoe are?

Do you know how these different parts are made and assembled, and the operations which build strength and style and quality into a shoe?

Do you know how new lasts and styles are developed and whence come the new fashions in shoes?

What Do You Know About the History of Shoes?

Do you know the history of shoes—from the untanned pelts with which stone-age men protected their feet from the bruises of rough country, to the sandals of the Grecian and Roman period, thence on to the dandified footgear of the Middle Ages, up to our present type of footwear?

You would not have to tell this story in making every sale, but many times a little bit of applied knowledge of the history of shoe making will add an interest to your sales talk and will convince the buyer that you are an exceptionally well-informed person, and you will gain prestige, while your statements will gain added impressiveness.

Many times a customer will ask some information about leather:

What is calfskin? What is vici kid? What is Russian leather? What is cordovan leather? And what is shell cordovan?

Why are soles thick? What part of the animal, and what animal, do they come from?

What is oak tan and what is chrome tan?

What materials are used in tanning leathers, and why do some leathers tan soft while others tan stiff and hard?

What is a blucher? What is a bal?

Why is a low shoe called an Oxford?

What is patent leather, and how is it made?

Which shoe is best for the feet, a lace or a button shoe?

Why do manufacturers put heavy, stiff counters in shoes?

Why do some put a steel spring in the shank of the shoe?

How much leather is necessary to make a shoe?

Are soles and uppers tanned by the same process?

Which part of the hide furnishes the toughest leather?

How is leather waterproofed?

What is a Goodyear welt?

What is Compo process shoe?

What is Mackay?

What is a turn?

These are only a few of the questions people ask shoe sales-people. How many of these questions can you answer off-hand?

And there are hundreds of other questions that inquiring customers may ask. How well fitted are you to answer these questions?

Selling as a Stepping-Stone to Greater Things

Your present employment is only a stepping-stone to better things.

Such knowledge of your business will be the means of putting you over into the next class ahead, and the greater your knowledge the easier will be your climb to betterment.

You don't have to advertise your knowledge to have it become known. Use it intelligently and your employer will soon find out all about it.

Every head of a concern is looking for talent.

He doesn't want to keep a good man down. On the contrary, he wants every man who is working for him to earn more money, because he knows that the man who qualifies for a bigger salary is producing bigger profits.

He will never push ahead the order-taker. But he will always be ready to recognize the real salesman, the man who increases the profits of the house.

Employers are just human beings. They have all the human weaknesses and qualities. They are grateful to the man who makes himself so valuable that he doubles his earning capacity.

You never can tell when the demonstration of real salesmanship you display in making a sale is creating a favorable impression in the mind of some buyer who is in position to push you up the ladder of success.

The interested customer who sounds your knowledge of shoes and leathers, and other things about the trade, and keeps you chatting while you are selling him shoes, is perhaps a big employer keenly alert for just such talent as yours.

If you impress this man with your knowledge of your present business he will size you up as a man worth watching. Employers of men are always looking for efficiency. Such a man will figure that if you are so thoroughly informed about shoes it is because you have applied intelligent study to your work, and would do it in no matter what sphere of commerce or industry you would be employed.

Perhaps the smart woman who asks such varied questions about shoes and leathers is going to tell her friends about the remarkably intelligent person who sold her the shoes she is wearing. And that impression, communicated in this way, may mean bigger and better things for you very soon.

Life is full of opportunities. The old adage that opportunity only knocks once at every man's door was coined by a stock salesman who wanted to sell just that one block of stock to that particular prospect.

Every day opportunities are born. And your salesmanship knowledge, revealed to the casual shoe buyer in making a sale, may be the hand grasping that opportunity for you.

Specialization is only another word for Efficiency.

The specialist in any line is only an exceedingly capable example of applied efficiency.

Specialists are always efficient in knowledge of one particular subject. It may be in shoes, in hats, in clothes, in machinery, in building, in engineering. No matter what it is, they are efficient in their particular line. And they are the highest paid men in that line.

Learn, above all, to impart your knowledge in an interesting way.

Facts are only as interesting as the way they are told. The most interesting fact on earth can be made dully uninteresting by poor telling. On the other hand, many uninteresting facts are made interesting by the way they are told.

Practice telling facts you acquire, knowledge you learn, to your friends. Note how it strikes them. And if it does not make a favorable impression, try telling it another way.

Read advertising. Note how advertised facts are told. Note how the interest is stimulated by clever wording. Then try and apply this knowledge to the telling of facts you want to impart.

You'll be surprised how your relating of interesting facts can be made more interesting by good telling.

Perhaps the most famous story teller we have had in the United States for many years was Chauncey Depew. He enjoyed international fame for his wonderful gift of telling stories.

Depew's associates say that the famous old statesman and railroad magnate told a new story over and over again until he had the story running as smoothly as he wanted it to go. Then he remembered the best way to tell it and after that it was always told in practically the same words and with the same expressions and inflections.

If you only learn one important new fact about shoes every day and be able to tell your customers about it in an interesting way, you will soon have a wonderfully complete knowledge of your business.

Early in this little chat on salesmanship I spoke of the salesman who created profits by getting customers to buy things they had not intended to purchase, thereby increasing the amount of the sale and the profits of his employer.

Shoe salesmen have many channels for increasing sales.

REVIEW QUESTIONS FOR LESSON NO. 1

- 1—What is the first principle of salesmanship?
- 2—Why should you know the many details of the manufacture of shoes?
- 3—What are the advantages of specialization?
- 4—What lesson can you learn from reading advertising?
- 5—Why is selling a stepping stone to better things?
- 6—Why did Chauncey Depew always tell his stories the same way?

If you cannot answer any of the questions refer back to the text until the matter is clear in your mind. These review questions are not an examination, but simply to help you more thoroughly digest the lessons as you go along through the book.

LESSON NO. 2

The Shoe Store of Today

Astonishing Progress of the Modern Shoe Store—Changes in the Last Few Years Radical and Important—Why the Shoe Man Should Know Feet as Well as Shoes—What Civilization Has Done to the Human Foot—Relation of the Foot to Selling—A Sound Method of Increasing Business—A Plan for the Merchant and the Man on the Floor—Where Great Opportunity for More Revenue Lies.

If I were writing a story of modern business progress I would certainly devote a very large chapter to the astonishing development of the shoe store of today. In our swift, onward march toward better things the shoe store has been in the front rank. Emerging with his honorable calling from the pioneer days, when he made his own merchandise at his own bench, the shoe man today takes high place in giving abundant service to humanity.

Today his store, his place of business, is often a beautiful thing to see, a delightful spot to visit. Here the public finds service, given unstintingly, footwear in varieties that would amaze St. Crispin, the patron saint of the shoe man, should that venerable figure of the misty past descend today upon Broadway, New York or State Street, Chicago, or to one of the thoroughfares of the thriving, bustling smaller cities of the United States or Canada.

In the shoe store today, the progressive shoe man instead of being the skilled artisan of years ago, is today the alert merchant, the keen salesman. In the store windows, where once were seen cowhide boots and copper-toed shoes, are now

gorgeous creations, works of artistic designers. Where once dim oil lamps sent feeble rays of light are found electric fixtures that send a resplendent flash upon studied displays.

Where he, in the "days of old" confined his advertising to perfunctory little announcements, the shoe man today uses all the graces and ingenuity of the psychologist in telling of his wares and the service he has to offer his patrons.

In his progress the shoe man has met many problems, weathered storms, trials, even disaster, and come out as strong and as honorable a figure as in the days when he fashioned the foot coverings of the Crusader or the damosels of the gay court of Louis XIV.

Changes in Shoe Store in Our Modern Times

The changes that have occurred in the shoe world in the broad spaces of time are striking, but they are no more important to the well being of the shoe man than those that have happened within the last, say twenty years. These changes particularly affect the selling of shoes. Even a young man perhaps can remember when a child being taken by his mother, down to "Jones' shoe store where we have bought shoes for years." Yet today he does not buy all of his shoes in one store nor do members of his family.

Today many shoe men complain they can no longer call their customers their own. They say the public, particularly the women, is "shopping around" and that it is only by the hardest effort that a store's "regulars" are kept lined up. On the other hand the numbers of pairs of shoes sold has increased to a remarkable degree. Where a woman twenty years ago bought two pairs of shoes in a year her daughter today buys five, six, and more. But with the increased pairage has come more, many, many more shoe stores and conditions today in the shoe business are as highly competitive as in other retail enterprises.

Yet with all of the changing buying habits of people when it comes to shoes, with all the competition and bewildering changes that time has rung upon the merchant and the shoe salesman, I make the statement that never was there a time

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when there was greater opportunity in the shoe business to not only make money but to build a business and a following than today. But the shoe man must adjust himself to modern conditions.



Feet are among the most important organs of the body. They propel you from place to place, enable you to exercise, play, work and keep your body in a strong, healthful state. Feet require shoes as a protective covering and to prevent injury to these useful members.

The sailor who does not reef his sails in a storm wrecks his boat. The automobilist who fails to regard the traffic rules often appears in police court. In other words if a person does not fit himself to surroundings in which he is destined to live he gets into difficulty.

In the shoe business that adjustment means proper recognition of modern conditions and a study of how best to meet them and profit by them. Right here the reader might remark that what I have said might well be applied to almost any

other modern retail business. True enough if one merely considered selling shoes as one sells canned goods. But I doubt if a shoe man ever had many customers come in and buy shoes they had seen in the window, tell the salesman to wrap up Size 9B and walk out without a fitting. Selling shoes is no such simple, perfunctory matter. With every sale there is a human element that plays a vast part in its consummation. There is the question of style, the question of quality, wear, service—there is the question of price and what is most important today—the question of fit or comfort.

Why the Shoe Man Should Know Feet as Well as Shoes

To attempt to study shoe salesmanship without considering very seriously fitting, and the feet upon which the shoes are fitted, would be as impossible as trying to comprehend Hamlet with Hamlet left out. Wherever you go, whatever you do in the shoe business feet must come first. That is an accepted truism. It always was so and will be so.

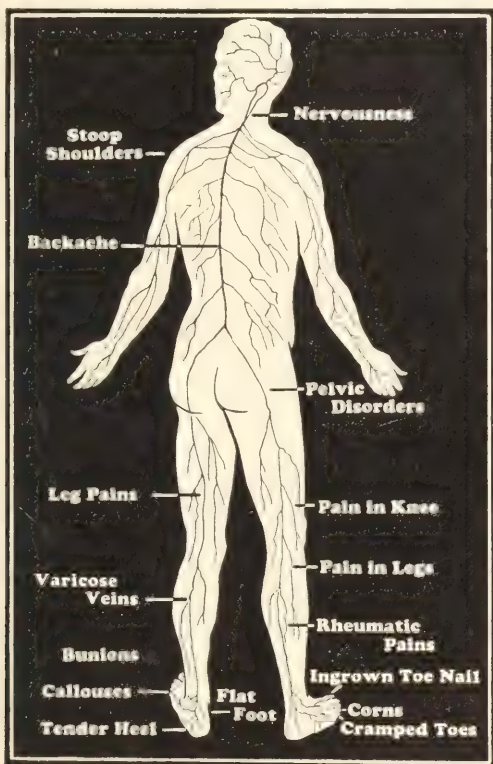
Let us then be logical and start our study of salesmanship in the shoe store at the bottom. Let us consider the feet first.

If the last few decades have worked amazing and wonderful changes in our occupations, our businesses, our pleasures, they have worked equally important ones in people themselves, in their physical well being. Today the average length of life is far greater than it was ten years ago. Ten years from now it will be still greater. Man in his study of disease has evolved rules of hygiene that have meant comfort, freedom from illness, and pain. Everybody knows today what education has done for good teeth, for good eyesight. Dreadful scourges such as diphtheria, tuberculosis, smallpox, yellow fever, have been conquered; cancer today is under the vigilant scrutiny of science and the day when its cause and cure have been discovered may not be far distant.

Yet with all of this progress that has made man happier and more comfortable, little attention has been paid to the feet, the means by which he goes about in the world and earns his daily bread.

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A study of feet reveals a condition that is astonishing, even alarming. Statistics tell us that seven people out of every ten have some form of foot trouble. That means—think of it—that only the three out of ten persons who enter the shoe store have really sound feet!



The importance of foot knowledge to the science of shoe fitting is ably illustrated above, where the effects of foot troubles on the entire body are shown. Misfitting of shoes and stockings and other abuses has made a large percentage of the shoe wearing inhabitants of the world foot cripples.

Just how serious this foot trouble matter is can be gained from the figures of the draft for the army in the late war. The medical corps, during a four-year study, found that out

of every hundred men ninety were foot defective. Data collected from other sources is equally interesting. In a large western university examination revealed that ninety per cent of the students had defective feet. These conditions are serious enough, but when examinations are made of the feet of the children the results are positively shocking. For instance a leading Minneapolis chiropodist noted carefully the feet of 1,235 children ranging from six to sixteen years. Only 140 had normal feet. I might quote whole pages of figures but all would show the same ratio of foot troubles.

These statistics represent the feet the shoe man is daily fitting and will fit shoes, by far the majority of people who enter the shoe store.

What Modern Conditions Have Done to the Foot

What has caused this literal breakdown of the human foot? First consider this. Our forefathers were farmers, ranchmen, herdsman. They walked about on the soft turf, the yielding surface cushioning every step. Now contrast with this our walking on cement pavements, hardwood floors where each step is a shock to arches of the foot. Certain investigations show that before the adoption of the cement pavement the arch defects numbered only two per cent of foot troubles. What it is today every shoe man knows.

History too, records that our ancestors went about in sandals or barefooted. The feet were free to develop. Today we violate all the rules of nature by wearing misfitted and improper footwear that cramps the foot, breaks down the beautiful symmetrical arches and, as a result, we suffer from corns, callouses, bunions, weak ankles and the many other foot troubles that the shoe man meets every day.

Just how the wearing of footwear affects the feet is revealed in a report from the Haskell Institute for Indian girls, where after going barefoot all of their young lives, the students quickly developed corns, callouses and other foot troubles as soon as civilization made them put on shoes. A traveler in the Moro district of the Philippines told the writer that his bearers had magnificent feet. They could walk for days on the most uneven surfaces and suffer no discomfort. As soon as they saw the shoes of the traveler they wanted them. This

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lecturer remarked that as soon as they put on our footwear they developed corns. Their vanity, however, would not permit them to discard their cherished shoes.



Once the shoe fitter becomes known as an expert he will find customers calling for him and waiting for him.

With the majority of people foot defective, a shoe man might argue, probably with a great deal of sincerity and truth, that he is not his brother's keeper and if people insist upon wearing styles and lasts that please their eye and hurt their feet, that is their business. Nevertheless the shoe man who can give his customers the style, the shoes they want, and at the same time so fit them that they can go about in comfort is bound to win patronage where his indifferent brother will not. And the trained shoe man can do that.

Let us assume that a woman comes into the store. As she sits at the fitting stool the salesman notices from her stocking-foot that her arches are weakened or depressed. She has said nothing, but when questioned readily asserts that her feet tire easily, particularly after she has "broken in" her new shoes. She has had to forego certain styles because she says they hurt her feet. When the salesman puts a Dr. Scholl

support in the shoe she thought she could not wear she expresses pleasure when walking about the store. She buys both shoes and supports and the result is that there is a \$12, \$15 or \$20 sale where there would have been a \$7 or \$10 sale had not the salesman been one of the trained, the newer type. This woman tells her friends about her purchase and in a few days others come. They, too, buy foot remedies or appliances and shoes. Perhaps they also have suffered discomfort for years, gone "everywhere," as they express it, vainly seeking foot comfort, and are delighted to find it in the store of the trained shoe man.

Thus it is easy to see how the modern scientific shoe store satisfies the style appetite, gives foot comfort and increases its revenue by simply doing the obvious thing. Stores that sell \$1,000 worth of Dr. Scholl's Foot Comfort Appliances and Remedies a month are not at all uncommon. Nor is the trained salesman on the floor who sells \$300 worth of Dr. Scholl's merchandise a month. In fact there are thousands of them.

A Simple Method to Increase the Revenue of the Shoe Store

This brings me down to one of the most important features of modern retail selling—the quota. By quota selling is meant an organized plan of operation. If a merchant sells \$10,000 worth of shoes this year and decided that he should sell \$15,000 worth next year, the chances are that he will do it, provided he enthuses his salespeople to the point where they know the increased sales are expected of them.

Just how this plan works out I can illustrate very well in the sale of foot appliances and remedies. First a merchant should figure out how many customers he has. Knowing that seventy per cent of these have some form of foot trouble, by taking 70 per cent of the total he can tell how many he can reasonably expect to sell foot comfort merchandise in a year. By multiplying this number by \$3.50, the average retail price of a Dr. Scholl appliance or remedy, he will have the total volume of business that he can expect to do in the year. By dividing this

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quota he can figure out the basis for weekly, monthly, or daily sales. He can make each salesperson responsible for his quota.

Assuming a store has 1,000 customers 700 are prospects for foot appliances or remedies. If only half of these are sold

Yearly Quota	R E P R E S E N T S		
	Daily Quota	Weekly Quota	Monthly Quota
\$ 500.00	\$ 1.60	\$ 9.61	\$ 41.66
1,000.00	3.21	19.23	83.33
1,500.00	4.81	28.84	125.00
2,000.00	6.41	38.46	166.66
2,500.00	8.01	48.07	208.32
3,000.00	9.62	57.69	250.00
3,500.00	11.22	67.30	291.66
4,000.00	12.82	76.92	333.33
4,500.00	14.42	86.53	375.00
5,000.00	16.03	96.15	416.66
7,500.00	24.04	144.22	625.00
10,000.00	32.06	192.31	833.33
12,500.00	40.07	240.38	1,041.66
15,000.00	48.08	288.46	1,250.00
20,000.00	64.12	384.62	1,666.66
25,000.00	80.14	480.76	2,083.33

Each and every shoe store should make up a quota table and budget the amount of merchandise in each line to be sold.

there is an increase in store revenue for the year of over \$1200.00. These figures are very conservative and are quoted because they are in round numbers.

The above table illustrates just how the quota selling plan may be applied to the shoe store, the figures, of course, being applicable to shoes, hosiery or other merchandise.

It is very easy to see that the sale of foot comfort merchandise can often be made to carry many of the fixed charges of doing business. Hundreds of shoe merchants throughout the

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United States and Canada depend on their "Scholl sales" to pay their rent or their light bills.

How the Man on the Floor Can Profit by the Plan

To the shoe salesman the quota plan is equally attractive. For instance he might wish to buy a home, an automobile, to

Yearly Quota	R E P R E S E N T S		
	Daily Quota	Weekly Quota	Monthly Quota
\$ 100.00	\$.32	\$ 1.92	\$ 8.33
200.00	.64	3.84	16.66
300.00	.96	5.76	25.00
400.00	1.28	7.69	33.33
500.00	1.60	9.61	41.66
750.00	2.40	14.42	62.50
1,000.00	3.21	19.23	83.33
1,250.00	4.01	24.03	104.16
1,500.00	4.81	28.84	125.00
2,000.00	6.41	38.46	166.66
3,000.00	9.62	57.69	250.00
4,000.00	12.82	76.92	333.33
5,000.00	16.03	96.15	416.66
7,500.00	24.04	144.22	625.00
10,000.00	32.06	192.31	833.33

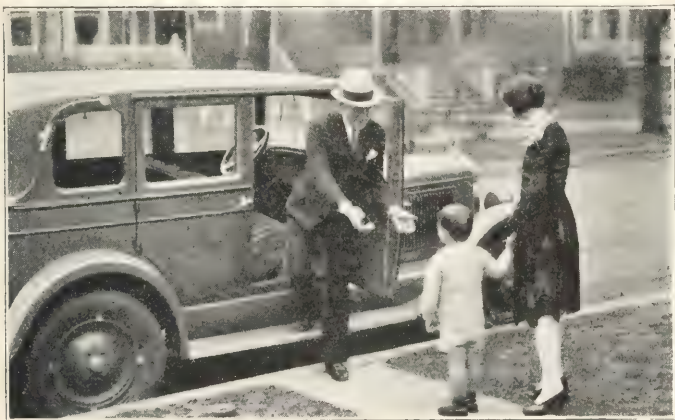
This quota table is for the individual salesman and is one of the surest ways of assuring increased effort toward a definite goal.

take a trip, to provide means to send a son to school. He knows he must have money for it. How he can secure it is by setting a pace for himself—that is put down for each day of the year a certain sale increase over the year before. If he keeps to his stride he earns more and he makes the amount he sets out to make. When a merchant employs a salesman he tries to estimate what he can sell and thus he determines his salary. Obviously the man who sells \$300 worth of merchandise a week is worth more than one who can sell only \$150 worth. The above table illustrates just what a salesman can do with a fixed quota in his mind.

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Where Opportunity for More Store Revenue Lies

Whenever sales are increased without going to much extra expense the cost of selling is lowered. For instance, if a merchant is selling 200 pairs of shoes a week and his fixed overhead such as rent, light, clerk hire, advertising, etc., is \$800 a month, or \$200 a week, then he has an overhead of



By setting a quota one can soon increase his income to enable him to enjoy added comforts and the pleasure of a car.

\$1.00 on every pair of shoes sold. If he can double his sales or sell 400 pairs each week without spending more money, he will be reducing his selling cost to 50 cents to each pair of shoes. The same idea applies to Dr. Scholl's Foot Comfort Aids. If a merchant is selling at the rate of \$100 worth a month through the means of the quota sales plan he will not only make more profit by selling more of the Dr. Scholl items, but will make more profit on the original monthly sales because he has a lower overhead cost on all he sells.

Experience has led thinking shoe men to divide their business into two parts: that is they say that 80 per cent of shoes are sold on a style appeal and the other 20 per cent represents shoes sold on a basis of comfort, hosiery, etc. However limited a merchant might feel about increasing sales in the 80 per cent division, where there is risk and uncertainty, often the necessity of cutting prices to clear seasonable merchan-

dise, in the 20 per cent he knows there is a boundless opportunity to increase his sales. In this division there is no price cutting and a comparatively small investment. Here the increase in store revenue is simply a matter of a little diligence. If a merchant sells only five dollars' worth of Dr. Scholl Foot Comfort merchandise a day, every working day a year, his total figuring 308 store days will total \$1540.00. Figuring his mark-up at 45 per cent he has made nearly \$700.00, a good sum which is easily realized with a minimum of effort.

Contrasted with the sale of the shoes results in this "other twenty per cent" show some interesting facts. Particularly when investment and profit are concerned.

Broadly speaking, experts have figured the original mark-up on shoes to be 40 per cent, but considering mark-downs and other reductions, the average will only be 30 per cent.

Thus a merchant doing a business of \$100,000 a year with a three time turn over should have an inventory investment of \$23,333.33. That means that \$100.00 invested in shoes will bring a gross profit of \$90.00. One hundred dollars invested in Dr. Scholl merchandise with a five time turn over, which can easily be done, will yield, in a year, a gross profit of \$225.00—or two and one-half times the gross profit on \$100.00 invested in shoes. These are facts which I think every student of this course should thoroughly digest before going on into the next chapter. They concern the well being of both the merchant and the salesman who some day will be a merchant.

It is a personally known fact to the writer that one of the leading chain shoe stores makes its profit on accessories such as hosiery, polish, laces and buckles, heel cushions and arch supports. Each store in the chain has a quota to reach, based on the shoe sales. It can readily be seen that with overhead expense taken care of by shoe sales the gross profit on accessories becomes net profit.

Gathering the salespeople together once a week, perhaps on Monday morning to discuss problems of sales, fittings, etc., is educational in the extreme. Other businesses do it. Why not the shoe store?

REVIEW QUESTIONS FOR LESSON NO. 2

- 1—Why should the shoe salesman know feet as well as shoes?
- 2—How is the shoe store of today different from the store of twenty years ago?
- 3—What has modern life done to the human foot?
- 4—What is the market for foot comfort appliances and remedies?
- 5—What is meant by quota selling?
- 6—How can the shoe salesman profit by following a quota sales plan?
- 7—How can so-called shoe store accessories be made to return a fine net profit?

LESSON NO. 3

The Man on the Floor

Enthusiasm Basis of Modern Salesmanship—How Indifference Is the Greatest Foe of Success—Getting Right Mental Attitude First Step in Progress—Finding the Right Perspective on the Wants of the Customer—How Salesman Can Be Made to Greatly Increase Store Revenue—Successful Salesman Must Look the Part—Little Things He Should Remember in His Daily Work—Crying Need of Competent Shoe Men—Opportunities Many for the Trained Man—Place for Ambitious Man to Climb Is Right in His Own Store—What Medical Men Would Like to See the Shoe Man Do.

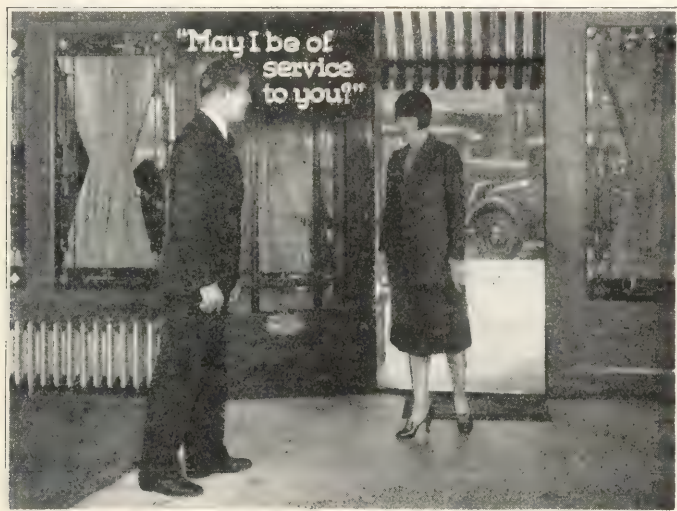
Many people have said that real salesmen are born and not made. I do not believe this is true. In fact I know of any number of young men, who started in the shoe game, with no marked ability whatever, who in a short time developed into remarkable salesmen.

How did they do it? I think the best answer to that question is this: They had enthusiasm! Let me explain. Probably you have worked with men or women on the floor who went about the business of fitting shoes in much the same manner as they would wrap up groceries. They were absolutely indifferent. They slipped a pair of shoes on a customer, after inquiring in sort of a half-hearted way about the style wanted, made no effort whatever to show several styles or grades. Not the slightest spark of intelligence! They were merely automatons, just pieces of machinery.

Were you to ask them if they were interested in their work they probably would reply by asking you not to "talk so silly." These people never develop into salesmen. They, unless they change their mental attitude, always will remain mere clerks, of no credit to their employers and, worst of all, to themselves. "Luck is against me" is their cry when they see some other fellow go ahead.

Success in Selling Shoes Not a Matter of Luck

Getting ahead in the shoe business is not a matter of luck. A shoe salesman to succeed, must be interested in his work. He must be proud of his store, his employer. He must go about his work with a happy disposition because that dispo-



It is important to have a pleasant manner of approaching the prospective customer. This can be cultivated and perfected to an expertly successful degree.

sition reflects in his countenance and appeals to the customer. Nothing is so convincing to a buyer as an intelligent, happy countenance.

Suppose you went into a hardware store to buy a certain kind of saw. You perhaps had only a vague idea of what you wanted. If the "salesman" who "waited" on you simply brought you a tool, was indifferent, even surly when you asked him questions, what would you think of him? Why, you would almost wrathfully say: "that fellow acted as if he was doing me a favor!" Would you go back to him again? Probably not. Perhaps you would not even go into that store again.

On the other hand, suppose you had been greeted by a

bright faced chap who listened attentively and interestedly to your wants. He immediately pulled out several tools, told how they were used, how they were made, where they were made, etc. In five minutes he sold you just what you wanted. You went out satisfied, also knowing more about saws than you ever did before.



The successful salesman is well groomed, neatly dressed, coat buttoned, stands at attention, ready to be of service to the customers. The above illustration shows the different poses and the one right way.

Now the difference in these two men was their measure of enthusiasm. If there was any way in which you could grade or meter them you probably would mark the first fellow zero and the other up in the nineties.

People who come into shoe stores get the same reactions from you as you do when you go into hardware, jewelry or any other establishment.

Indifference Greatest Foe of Repeat Business

Just recently I saw the statement in one of our shoe journals concerning an investigation conducted among 200 housewives as to why they quit trading at certain stores, why they bought elsewhere. Forty-seven gave indifference of salespeople as the reason. Forty-seven, by far the largest number in a list of reasons, were lost because salespeople did not have enthusiasm. For what else is indifference but a lack of enthusiasm?

Let us consider a concrete case. Let us put a value on enthusiasm in the game of selling shoes. First we will agree that the salesman who is the most valuable is the one who makes the greatest amount of sales. Second, although this is just as important a point as the first one, this salesman must be the one who brings the greatest amount of repeat business to his store.

You cannot lay down hard and fast rules for selling shoes any more than you can for selling anything else. But there is this much about it. There are certain great principles that underlie every successful action that we take. One of these is enthusiasm. It was a burning enthusiasm that sent Columbus out of Cadiz on a voyage beset by dangers of every sort that resulted in the discovery of America. He let nothing stop or cloud the bright vision he had of a short passage to India.

If you believe that you can sell more shoes than any other person in the store, you will do it. I make that statement without qualification. "If you believe it, it's so." If you know—have enthusiasm—that your sales total for this month, next month, is going to keep mounting, it will—in exactly the same proportion as your enthusiasm grows. You will meet resistance, opposition, perhaps some people will make fun of your earnestness. But remember folks laughed at Watt when he conceived the idea of the steam engine.

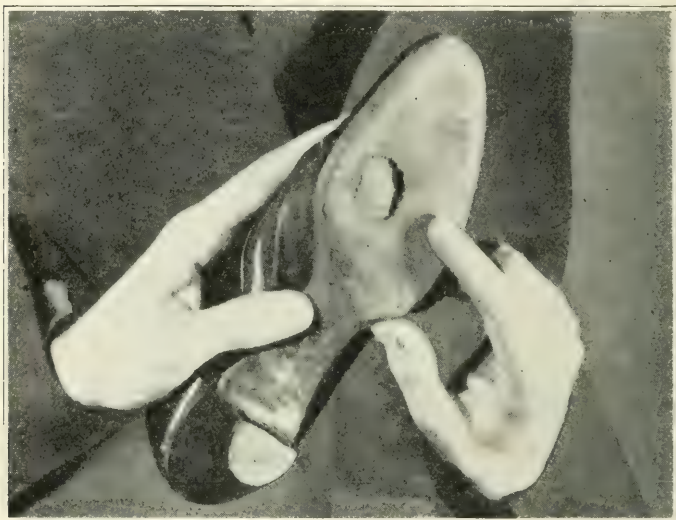


Be business-like, earnest, enthusiastic and you can sell a greater volume of merchandise, and please the customer where the careless individual will utterly fail.

Get the Right Mental Attitude—It is the First Step of Success

You have the making of a top-notch salesman within you. Otherwise you probably would be without a job now. That is

a good thing to remember. With this mental background you have the proper start. Suppose a woman comes into the store. Greet her with a smile. If she has any particular ideas as to what she wants, listen to her attentively. You know yourself how pleasant it is to have people listen to you when you talk.

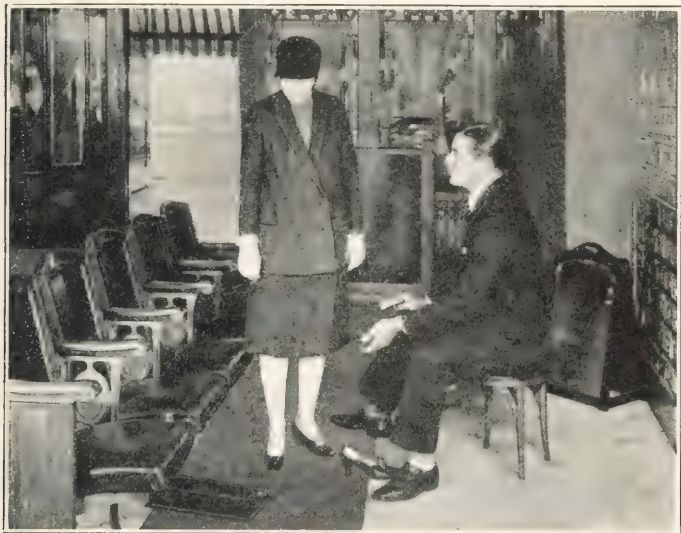


The trained shoe salesman is observing—studies the customer's feet and worn shoes—looking for a way to give better service to his client and the store. This salesman found a cue to an increased sale by pointing out a foot defect through the way the shoe was worn. Always look over the customer's old shoes.

Though you may bubble over with words—don't force the conversation. Work as quickly as you can, get the shoe on the customer or better still get both of them on her feet. Let her walk around the store. The chances are that she will be pleased with the shoes you put on her and will often purchase a high priced shoe, although she came in to look for a bargain. Thus there are a couple of dollars more marked to your credit. You have used no subterfuge, or tricks, only brains!

If you have studied the foot as you should you noticed this woman's old shoes had broken, wrinkled uppers. Before you put the new shoes on her feet you slipped a pair of Dr.

Scholl's New Arch Supports into them. Why should a shoe man do that? Because his training tells him that here is an opportunity to not only sell a pair of shoes, but a pair of arch supports as well. Here is an opportunity to sell service as well as merchandise. Every salesman knows that no person



Be obliging, positive, convincing, and the sale is closed in less time and the customer is usually satisfied with the purchase.

is proud of shabby looking shoes. The trained man can tell at a glance their wearer has fallen arches. Invariably the customer is surprised at the comfort of her new shoes. Then it is that she begins telling about her foot troubles, and how her shoes soon lose their shape, etc. The upshot of the matter is that she buys both shoes and supports. She has spent anywhere from \$5.00 to \$12.00 more than she intended—all of which appears on the shoeman's sales slip. Again no subterfuge, tricks, only intelligence.

People Buy What They Want, What They Desire

Now there was nothing remarkable about that transaction, but how many shoe salesmen, unless they were fired by an enthusiasm that shoe selling was a glorious, exhilarating

game ever would have thought of the arch supports, the expert fitting. The giving of additional service cements the customer's friendship to the store.

Here is another thought. The more you study selling the more deeply you become impressed with the fact that people do not want goods shoved upon them. Their buying is simply motivated by desires, and wants. This customer desired, she wanted, foot comfort; she desired and wanted her footwear to keep neat and shapely. But she did not know she could have these things. It was a keen, alert, enthusiastic, scientific shoe salesman who showed her how she could secure both.

That woman is coming back to that same store and is going to ask for that salesman the next time she is in the market for shoes. Moreover, she is going to send her friends to him. Do a person a real service, particularly if you relieve one of pain or discomfort, he or she invariably tells everyone within reach about his or her experience.

There was brought to my attention recently, the experience of a shoe salesman in a small store in a western town. This man thought there was more in the shoe selling business than he was getting out of it. He was one of those fellows who, instead of envying the chap who had gotten ahead, simply took the bull by the horns and decided he had just as much ability as the next man; he had just as much nerve and was just as progressive.

He decided that the logical thing for a shoe man to do was to study feet. "Why not?" he said. "How could a shoe man really fit shoes if he did not know feet?" He took up the study of feet. Within a month his sales began to mount. A little later his average sales in foot comfort merchandise alone ran over \$100 a month. Now \$100 a month means \$1,200 a year. What shoe store is there that doesn't want a man who can bring in this amount of business, business that is new and a source of revenue that never would have been uncovered but for the enthusiasm of some earnest shoe salesman?

I believe that many men and women are unconscious of the power within them. When the young man of whom I am speaking discovered he could do things, he did them. The oftener he did them, the more enthusiastic he became. And

the result of his enthusiasm was that he passed from the ranks of the average clerk into the select class known as "stars."



This picture tells the story: the carelessly dressed, unkempt salesman at the left is not a drawing card, while the up to the minute, well groomed man at the right is a producer, for himself and the store.

Successful Salesman Must Look the Part

I have written rather at length on the value of enthusiasm. There are, of course, other things the man on the floor must remember. One of the most important, I think, is his personal appearance. One would hardly think it would be necessary to mention this. But men are neglectful in this matter, if we are to believe the women who notice details and are impressed by them.

When a salesman is seated before his customer three parts of his anatomy are particularly visible, his head, face and hands. Remember a smart pump or walking shoe does not "go" with dirty, grimy hands or nails that have the appearance of being in mourning. They convey an unpleasant suggestion and often will spoil a sale, though even the customer

may be unconscious of the reason. Likewise an unshaven face, an unbrushed head often will unsell a customer. Certainly, the well groomed man has the big advantage over the ill-dressed, slovenly attired person. One has to but consider his own reactions to know this.

From years of contact with shoe men I have learned that tact was one of the great attributes of selling shoes. We all know that strong-arm methods of selling do not work in the shoe store. Each sale is an individual problem. Let us suppose the salesman has greeted his customer—with a smile of course. If it's a woman and she has an idea of what she wants, get that shoe out, fit it without showing anything else. By dragging out half a dozen pairs only confusion is created. If the customer does not have a fixed idea when she enters the store a few pleasant words will soon bring out her desires. Even then it is not good to show too many styles.

Then there is the ill-tempered customer. I remember hearing a woman berate a shoe salesman outrageously because she did not find what she wanted. He had a mighty hard time keeping his temper, I know, but he never lost his serenity.

He was polite but he was not servile. He did a rather clever thing, knowing he had failed, by turning over his customer to another salesman who soon sold her the first pair of shoes she tried on! This customer simply had gotten off what was on her mind on the first man she met. Possibly her state was due to a bad breakfast or something wholly unrelated to shoes. I truly believe that shoe men could tell psychologists much about human behavior.

Needless to say the shoe man should thoroughly know the store's stock, so that he can find what he wants immediately without making his customer wait.

He should read every piece of literature on shoes and shoe selling he can get his hands on. Of course he should read the newspapers, for often his customers are chatty and if he can converse intelligently with them so much the better.

One good thing to remember is this: many people know a great deal about shoes, lasts, leathers, feet. What a ridiculous position it would put a salesman in if one should ask him

questions about his own profession he could not answer?

The shoe salesman who is a success is always willing to do a little more than is expected of him. It pays, always. It's bread thrown on the water that returns.

He also bears in mind that he represents the store and that his store will be judged more by his actions than anything else. He is a vital part of the organization, and his employer wants to be proud of him. He should make it a point to read all his store's advertising, notice the window trims of his competitor's store. Instead of leaving a problem for his employer the shoe salesman should lift as many problems from his shoulders as he can. He should seek responsibility, for with responsibility comes promotion and often partnership.

Crying Need Today Is For Competent Shoe Men

Shoe merchants continually write me asking where they can find good shoe salesmen. Many of them were even discouraged, declaring the mortality among their employees was appalling. "Here," writes one of them, "we have a good, big store. The opportunities are endless. We need men who can step into buyers' positions, men who can become department managers, store managers, yet the candidates who measure up are all too few."

On the other hand, I hear shoe salesmen complain of their work, but when I have listened to their stories I generally have found that they were not ready to really study the business of selling shoes. Did they know what a Goodyear welt was? Some did, of course, but not many.

Many knew little or nothing about the merchandise they were supposed to sell. They did not know what leathers were better than others, although any customer might ask them. They were not familiar with the parts of the shoe. Yet these same men, I dare say, would not trust their automobiles in the hands of men who proportionately knew as little about motors.

Did they know how to build a following for their store? Some thought that was a matter purely up to their employer! Did they ever give the manager suggestions for advertising? No. Yet they are the very persons who should, because they

are in contact all of the time with the people who buy shoes. I have often found these men who complained were men who never read the shoe journals, had not the slightest idea of their employers' problems and did not realize if they tried to help him solve them that it might mean everything to them. And as to feet they were absolutely ignorant.



When putting on the shoe, always look at the customer with an expression of satisfaction—show the customer that you have the right shoe, the correct size and that it is a becoming style. Be pleasant in manner and speech.

The shoe business today is in actual need of competent salesmen. Never, as I have said before, was the opportunity for them who really *wanted* to get ahead, better.

I think many young men in the shoe store today fail to consider this: Some day men of their own age will have to carry on the shoe business, they will be the managers, the employers, the proprietors. One should ask himself this question, "Will I be one of them?" I think, I am sure, if a shoe man has any initiative, any ambition, he will say: "I will."

Place to Begin to Climb Is Right Where You Are

If he thus answers he will begin at once to get ready to go ahead. It was Lincoln who said, "I will prepare myself to be ready when my time comes." It was W. L. Douglas who worked three years for a dollar and a half a week and board while he learned to make fine calf shoes. Frank W. Woolworth took his first job in a store in Watertown, New York, without any pay at all, until he got the hang of the business that made him millions and a leading place in the business world. R. H. Fyfe, of Detroit, who operates the biggest shoe store in the world, began his career as a clerk in 1857.

And the place for the young man to begin to climb is right where he is. Too many of us work ourselves into a fine fury "of going to" do something and then decide that in order to do it we must start somewhere else. That is wrong. Right at home there are opportunities that simply await the man to grasp them.

I recall the case of a young shoe man in California. He had been working but a few weeks in the shoe department of a big department store when he became interested in the study of the human foot. Up to that time he had fitted, and often misfitted people like the ordinary indifferent shoe man. One day a man came in and asked for a cheap pair of shoes. He said that no matter what he wore his shoes soon lost their shape and looked shabby. So why buy good shoes? The boy, he was only a youngster, looked at his feet and saw they were almost flat. Instead of bringing out a \$5.00 pair of shoes as his customer expected he slipped on a \$10 pair of dressy Oxfords with a pair of Dr. Scholl's Metatarsal arch supports inside. Before the customer could protest he had him walking about the store in the shoes. The customer liked them, grinned his appreciation, bought both shoes and supports. The total sale was \$15. The customer had come to spend \$5.00.

This never could have happened if that young man had not realized that the first step in his progress in the shoe depart-

ment was to know feet. In a short time he was made manager.

When one mentions shoe fitting to some medical men they almost shout in derision. For they say that they have actually prayed for the day when the shoe man will pay some attention to the foot upon which he is fitting shoes. This does not mean they expect the shoe fitter to be a medical man, but they point out that with a little study and observation he will soon become competent to administer to the foot needs of the thousands of people—right among his own customers—who need his services sorely. Perhaps the reader might indignantly again deny the shoe man is responsible for the tremendous number of foot troubled persons that go about today.

He might declare the shoe man does not make the styles and that if people insist upon wearing footwear that cripples their feet there is nothing else to do but serve them.

That may be true enough. The shoe man may feel that when public education arrives at the point where shoe buying will not be dictated alone by style he will then be ready to intelligently serve it. But the fact remains, nevertheless, that thousands of shoe men, throughout the United States and Canada, know feet today and are reaping rewards that only they could reap with that knowledge. Today there are many shoe fitters who fit shoes by appointment only. They are real professional men, men to whom physicians, orthopedic specialists are sending patients every day for competent fitting of shoes.

Just recently an orthopedic surgeon wrote: "To an orthopedist it seems at the present time that there is a superabundance of good shoes; the greatest deficiency is in the widespread lack of understanding of the various requirements of normal feet. The truth about feet and shoe fitting is gradually becoming better and more widely known."

If I reveal in these lessons some truths that set the reader to thinking that is all I can hope to do. For it is in one's thinking that one's destiny lies. As you read each of these lessons consider them in the light of what you did today and what you will do tomorrow. I am sure, if you do, they will help you.

REVIEW QUESTIONS FOR LESSON NO. 3

- 1—What is the greatest foe to successful selling?
- 2—Must a good salesman “have it born in him”?
- 3—Do customers notice the appearance of salespeople?
- 4—Why should a salesman examine old footwear of a customer?
- 5—Why should a salesman read shoe literature?
- 6—How can a shoe man gain a reputation as a professional man?
- 7—Why do medical men welcome the really competent shoe fitter?

LESSON NO. 4

The Resourceful Salesman

How a Call for a Small Accessory or Remedy can be Turned into a Major Sale—How Alertness not only Increases Sales for the Store but Pay for the Salesman—Value of Competition in the Shoe Store—Salesmanship can be Made an Exhilarating Game—How a Crack Salesman Sold Appliances.

The clever, alert salesman is always resourceful and never loses an opportunity to be of service to his customers and his employer. When customers ask for any form of foot remedy or appliance, that is a cue to a large sale—if properly handled. For instance, in the Dr. Scholl Foot Comfort Service Shop when a customer asks for Zino-pads, Walk-Strate Heel Pads, Heel Cushions, or other small articles, the salesperson says—"Will you please have a seat so that I may see just what size you need?"—then he inspects the feet and shoes and invariably fits a pair of arch supports to support the weakened arches and suggests Foot Balm for massaging the feet and legs and special soap, foot lotion and powder. These combination sales are made every day throughout the chain of shops, as well as in thousands of shoe stores where the Dr. Scholl Educational Department has done its work. Remember this, the average customer who asks for certain foot reliefs or advertised brand of shoes, is led to ask for the particular item because he or she is seeking foot comfort. It is up to you, Mr. Alert Salesman, to learn just which one of the Dr. Scholl items is needed to give comfort.

Now let's figure this thing out.

Suppose the salesman sells, on an average, twenty-five cus-



When you approach a customer be attentive and polite, listen sympathetically. In this case the customer called for a package of Dr. Scholl's Zino-pads for Callouses, and before closing the sale Mr. Salesman invited the customer for a 35c item to be seated so he could examine the foot.

tomers a day. This is a low figure, as you know. It is only one sale for every eighteen minutes of the eight-hour day.

And let us suppose that this clever salesman can only work

the sales plan which I have just explained on half his customers. That means he has sold twelve to thirteen additional parcels of merchandise, or seventy-five a week.

That amounts to 3,900 sales a year he has made for his firm, which probably means an increased profit to his em-



The customer seated, Mr. Salesman examines the foot, then measures it to check the size of the shoe being worn. This courtesy greatly interests the customer.

ployer, for the year, of at least \$4,000, in addition to the profit made from shoes sold by that salesman, and on which his earnings are based.

These are low figures, because my friend, the dealer, told me this salesman (I am narrating an observation made in a California store) averaged selling about seven out of every ten customers foot appliances or other Dr. Scholl foot comforts.

Do you see now the increased value of that clerk?

But that isn't all. There is still another benefit.

The example set by this clerk spurs other clerks to follow

his leadership. It creates competition—the lifeblood of business. The dealer told me that since this young man had started making such phenomenal sales of foot appliances all his other salespeople had become fired with ambition to emu-



The customer is asked to stand so that any weakness in the foot arch structure is shown by elongation over the measure taken while she is seated.

late him. There was generous rivalry between all his employees to see which one could break the young man's high sales record. Of course, this meant that he had become enormously valuable to his employer. And you can bet your bottom dollar that when that clerk's pay check for the coming year is written it will show an increase that will be mighty interesting reading.

*Every Shoe Salesman (or Woman) Starts With
Same Advantages*

That salesman had no greater advantages, to start with, than any other person selling Dr. Scholl Foot Appliances as a side line to shoes.



A weak foot is discovered and the salesman immediately secures the right size appliance and along with them brings a package of "3" Necessities and whatever remedy is needed. Then the supports are fitted and placed in shoe.

He first learned all about them and about foot troubles. He knew what to offer for different foot ills. He learned all about the appliances. He learned to observe, to look at and examine the old shoes.

I was surprised at the knowledge he displayed while I talked with him. I didn't think that any man could pick up so much knowledge of a technical subject as he displayed. I complimented him. He merely said that he enjoyed learning and used his spare hours to improve his mind with knowledge that would be useful to him in his business.

HOW SALESMAN CAN INCREASE SALES

Anyone can do the same. Anyone can acquire knowledge from the same common sources.

But this boy did more than acquire knowledge. He learned how to apply that knowledge. It will profit you little to store



The salesman demonstrates how light, thin, perfect-fitting these new arch supports are when placed inside the shoes.

your mind full of information if you don't learn, at the same time, how to make that information valuable.

Knowledge is the gate to power, but applied knowledge is the key to the gate.

You may know everything in all the books that have ever been written on salesmanship, but if you don't practice what you have learned it is all in vain. The gate of knowledge opens only to the key of *applied* knowledge.

Salesmanship can be drudgery, or it can be the most exhilarating game on earth.

Why not consider salesmanship as a sporting game with the

sale the objective to be achieved and your nimble brain the tool of the game. Then you get joy, fun, inspiration out of your work.

But if salesmanship is just drudgery to you, if it is merely the means to a pay check, then you are approaching the selling game in the wrong spirit.



After the customer has been fitted satisfactorily to the arch supports, the "3" Necessities, Zino-pads, Callous Salve, etc., are shown and directions are explained to the customer. The entire sale is made as a definite and complete treatment.

Make Selling a Real Sport—A Wonderful Game

Take salesmanship as a sport, a sport in which you pit your wits, your ingenuity, your powers of persuasion, against the obstacle of the buyer's indifference and natural combativeness. Then you have a game that has few equals.

You have read, perhaps, or heard, of men who say they love their work. Perhaps you have smiled inwardly, and remarked sarcastically that all that stuff was pure bunk, that nobody really loves to work.

HOW SALESMAN CAN INCREASE SALES

You are wrong. The game of work can be fascinating or as ditch dull as you make it. It is all in the point of view with which you approach it.

I know men who feel a keener thrill over putting over a clever sale, against odds, than they do over winning a rattling



The salesman gives a test for weak arch by applying pressure at the heel and ball of the foot and while doing so explains symptoms of weak or fallen arch, which include tiredness after walking or standing, pains in ankles, calves, knees and back, uncomfortable feeling in feet and desire to remove shoes and rest the feet, callous on ball and along inside of great toe, etc.

good game of tennis, or a hard fought battle on the golf links. They get all the mental stimulation over the selling game that others get from football, or baseball, or boxing, or any other game of skill, of mental and physical activity.

Taken from this standpoint selling is fun—every minute of it. You'll find the days all too short if you go to your work of selling with this spirit. Let every sale be a separate, distinct battle. Make every customer a skilled opponent who

must be overcome. Make every successfully negotiated sale be a victory.

You'll find salesmanship a joy, then. And you'll find that this joy will have a welcome effect on the size of your pay check.



Foot Balm massage is always necessary as a treatment to be used along with the arch supports. It relieves pain, stiffness in muscles and joints, removes swelling, tones up the muscles and makes the feet more flexible and comfortable. The Foot Soap is important as it cleanses the pores, stimulates circulation, relieves congestion. The Foot Powder should be used by everyone after the bath and before putting on the stockings. It is sprinkled over the feet, between the toes and rubbed over the soles and top of the feet. Every man, woman and child should use this Antiseptic Foot Powder as it absorbs moisture, prevents irritation of tight stockings or new shoes, and protects the feet for action in work or play.

Don't forget that the lessons in salesmanship you master in youth, when your habits are forming, will stick by you for life. The master-salesman who rises to eminence had to start at the bottom. He won because he had the will power, the determination, the intelligence to apply himself to mastering his work.

HOW SALESMAN CAN INCREASE SALES

There is no height a successful salesman can not climb.

There is no summit of achievement he can not master.

The world loves success, it worships power. And successful salesmanship breeds power, it brings success.



Look into the customer's face when you explain the cause of his or her foot trouble—you thus convince him that you have knowledge of the subject and are sincere.

To be a great salesman is to have the riches of the earth spread before you. There is nothing a master-salesman can't achieve.

Do You Try to Sell Anything Besides Shoes?

Every person who buys shoes should be a possible buyer of boot trees. It is easy to tell, at a glance, the customers who are using boot trees. Their shoes are kept in better shape. They retain their original good lines better if put in trees after removing from the feet.

If the shoes show lack of such care it is easy to ask the customer:

“Did you ever try keeping your shoes in boot trees when you are not wearing them?”

Then go on and tell about the advantage of taking a shoe off the foot when it is warm and moist from wearing, and slipping into it a boot tree that will gently pull it back into



The trained shoe salesman quickly observes such conditions as callosities, arch weakness, bunions, or any irregularity in size or contour of the feet to be fitted.

shape and preserve it from breaking down. Keeping shoes in boot trees adds tremendously to the life of the shoe. This is a fact. But how many people know it?

Your store carries boot trees. They are kept in stock to be sold. But how often do you try and sell a pair with the shoes your customer has asked for? And how much selling effort do you put behind offering boot trees?

Most shoe dealers carry a fine assortment of hosiery. It is a profitable side line. Let us suppose you are selling a pair of mahogany oxfords to a woman. What is more natural than to suggest that you have exactly the right shade of fine silk hosiery to match the shoes?

Spats, or gaiters, are being worn by well-dressed people everywhere. Do you ever try to sell them unless people ask for them?

An extra pair of laces, of the same kind provided by the manufacturer, should always be sold to the buyer of shoes. It will save trouble, when the original pair wears out, to have a new pair handy to put right in.

There are special shoe polishes made for different kinds and finishes of leather. What is more natural than to ask the customer:

“Have you the right kind of polish for cleaning this type of leather? You know there is a special polish for this finish. It makes the shoes look so much better if they are cleaned and polished the right way.” And then you can go on and sell shoe polish.

These suggestions should come naturally, not forced. Don't let the customer feel that you are just trying to sell him, or her, something. Make it rather seem as though you were really anxious to give service.

Selling Foot Appliances to Correct Foot Ills

And now let us talk about selling foot appliances.

This is the biggest avenue of extra profit that the shoe dealer has today.

Foot troubles are practically universal. People don't realize that the care of the feet is a vitally important thing.

I know an exceedingly clever young salesman down East who has built up one of the most interesting sales methods for interesting people in foot comfort appliances that I have ever heard.

I noticed him during a visit East recently. I happened to know the owner of the store very well. I had called on him to talk over business matters when he interrupted me. He said:

“Doctor, I want you to sit down next to that customer as though you were waiting for the salesman to attend to you. Take in his sales talk. That boy sells more of your foot appliances than all the other men in the store. His method is great.”

So I sat down, as directed, and watched the clerk.

He had just gotten his customer. It was a stout man. I saw

at a glance that he had a pretty severe case of fallen arch. The clerk saw it too.

As he took off the man's shoe he asked in a businesslike way just what the customer wanted. He had the shoe off by that time and he was examining the foot carefully. He felt the spread of the toes, flexed them back and forth several times. Then he felt under the sole at the anterior metatarsal arch. But he didn't say a word.

He got up, as though to go after the shoes, then he came back and looked at the foot again and respectfully asked the man if he would mind standing up in the stockinged foot. The man was evidently puzzled. He had never been treated that way by a shoe salesman before. But he stood up.

The salesman thanked him after examining the pronated arch and trying to insert his fingers under it. Then he told the gentleman to sit down and started off slowly, looking back at the foot in a doubtful way, shaking his head a little bit.

It was so cleverly done that by this time he had the customer completely mystified. He kept looking down at his unshod foot and then he lifted it up and felt it, much as the salesman had felt it, as though trying to find out what it was all about.

Pretty soon the clerk came back with the shoes. As he lifted the foot up to put on the shoe, he again felt of the arch, hesitated, then asked the customer, as he pulled on the new shoe:

"Ever have any trouble with your feet? I mean, do they tire easily, after much standing or walking, or ache in the heel or across the base of the toes?"

And pretty soon the customer was pouring out his tale of woe. He was a dentist, on his feet all day, and by nightfall his feet ached so that he could hardly walk to the subway to take his train home.

"I thought so," said the clerk, and went on fitting the shoe. The fit was not exactly what he seemed to want, so he went away for another pair. He gave the customer time to think over his troubles, you see.

When he came back it was the customer who broached the subject of foot comfort.

"I would give almost anything," he said, "if I could get my feet in good condition again. They ache something fierce."

And there was the salesman's opening.

I listened clear through to the end of the sale. That clerk sold the fat man so thoroughly on foot appliances that he would have bought anything the clerk offered him.



Heavy weight people, men, women or growing children develop foot strain and weak arches that are promptly supported and permanently corrected by wearing the new, modern, adjustable arch supports correctly adjusted to the foot and shoe.

He bought two pairs of shoes, a pair of Anterior Metatarsal Arch Supports, and when he left he thanked that clerk as though he had been a life-saver.

When he got through the salesman came at me. I had enjoyed the little experience of salesmanship so thoroughly that I let him go through the whole performance for my benefit. He couldn't find anything the matter with my feet, but he tried to sell me a pair of Foot-Eazers as a preventative. I bought a pair of shoes from him just to give him every chance to show me all he could do, and when he got through he asked me if I

wanted the shoes delivered. So I handed him my card and told him at what hotel I was stopping.

He hadn't noticed the name on the card until he started to fill out his sales check. Then he read it. I don't know whether he enjoyed the situation more than I did or not. But we had a good laugh over it and I congratulated him on his salesmanship. I invited him to dine with me that night because I wanted to get at the mental processes by which he had developed his method of salesmanship.

That night he told me how he happened to hit on his plan.

"I always realized," he said, "that mystery is a powerful stimulant to the imagination. So I decided to try a little mysterious business just to interest my customers. The secret of my method is to make a careful investigation of the foot and the old shoes, as I did with our fat friend, and to say nothing. This does two things. It makes them wonder what it is all about, and it gives me a good idea of whether the person has any foot trouble.

"Nearly everybody has some foot weakness or other. I know what the effects are of different foot troubles. I have taken your course in Practipedics. So when I have aroused the curiosity of my customer by my silent manipulations of the foot, I am ready for the inevitable question, or am in position to put a question, as I did in the case of our fat friend.

"Then I let them sell themselves on the idea that there is something wrong, and that perhaps it can be remedied. You saw how it worked with the dentist. It works the same way with practically everybody else.

"Of course, I find a few customers, like yourself, who have sound feet. Then I try the preventative selling arguments. But if I can find a weakness of the arch, a calloused sole, crossed toes, corns, a tendency to bunions, weak arches or any of the usual signs of foot weakness, I can nearly always sell them easily.

"Sometimes they are indifferent. Then I use another argument. I talk about the danger of foot troubles, lowered vitality, diminished efficiency, short temper and all the other

results of bad feet. I also touch on the matter of better and longer wear of the shoes. And, believe me, that gets them if nothing else does.”

REVIEW QUESTIONS FOR LESSON NO. 4

- 1—How can a shoe salesman run little sales into large ones?
- 2—What would such a procedure mean to a salesman?
- 3—What would it mean to an employer?
- 4—Why does successful salesmanship breed power?
- 5—What is the value of suggestion in selling?
- 6—What is a good approach to an arch support sale?
- 7—What is the value of imagination in selling?

LESSON NO. 5

No Two Feet Alike

The Great Difference in Feet, Even in the Same Person Present Problems for the Shoe Man—How American Manufacturers Have Sought to Make a Perfect Shoe—Where the Shoe Fails as a Corrective—The Soft Shank and the Rigid Shoe—How Arch Supports Gained Enormous Popularity, Because They Could Be Fitted to Individual Needs—Long Study of Dr. Scholl and What It Brought Forth—Appliances Made to Function in Any Shoe—No Dr. Scholl Product a Cure-All. Each Remedy or Appliance a Specific.

If I were to assert that no two pairs of feet are alike the student probably would come back with the assertion that no two feet even in the same individual are alike. True enough, every shoe man has had a customer say that while the new shoe is comfortable on the right foot it pinches the left. The conclusion might be drawn that it is well nigh impossible to have both feet really correctly fitted by shoes of the same size. Likewise, reasoning further, if feet in different people vary as they do in individuals, which is true in a much greater degree, then to fit persons correctly would mean specially constructed shoes, something economically impossible. No manufacturer could make different types enough to fill individual requirements nor could a merchant stock such an assortment.

Now shoe manufacturers have long and earnestly sought the perfect shoe. From the viewpoint of beauty, style, material and service they have admirably succeeded. American shoes are easily the best in the world.

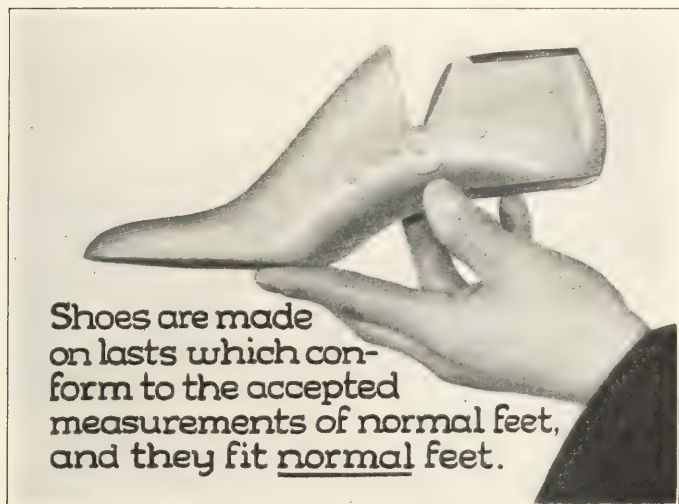
Where Shoes Alone Fail As Foot Correctives

But with seven out of ten persons who enter the shoe store suffering from some form of foot trouble, the shoe man must

THE GREAT DIFFERENCE IN FEET

look further than shoes if he is to successfully administer to the foot comfort of all his customers.

When man first appeared on this earthly scene as we have remarked before, he walked on the soft turf. The shock



Therefore, abnormal feet, feet that are weak, strained, swollen or flat arches, with bunions or enlarged joints cannot be relieved by so-called corrective shoes.

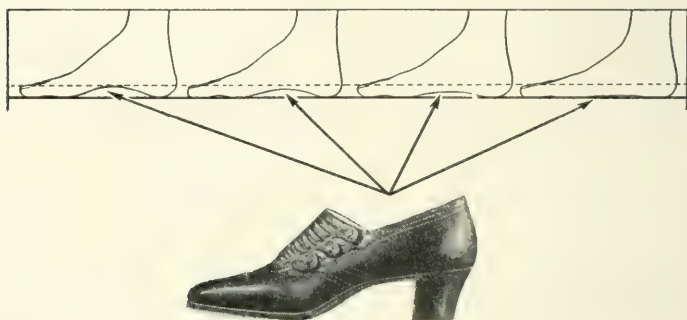
absorbers of his foot, the longitudinal and the transverse arches, lessened the impact of his steps and served well their purpose if his feet were unrestricted by ill fitting footwear.

Today man is obliged to walk on hard pavements, tiled floors, and the result is he subjects his foot to a strain all out of proportion to the strength of the muscles and ligaments that support it. The arches are strained and pains and aches in feet and legs result.

In our time various means of correction have been tried. One school of thought argued that these pains and aches were due to weakened and overstrained muscles. The thing to do was to strengthen them. There was designed the soft shank

shoe which was excellent, like the old sandal, in keeping the healthy foot healthy while walking on the natural ground.

Many also claimed for this type of shank that it massaged the sole of the foot, thus strengthening the muscles and restoring the arches. Orthopedists, however, agree the muscles on the sole of the foot are of minor importance, being mainly accessory toe muscles. Muscles that control the foot



Here are four different arch conditions, yet some shoe manufacturers say they can all be corrected in this same shoe. Individual attention and individual adjustment of an adjustable arch support is the only means of giving complete and permanently beneficial relief.

and arch are not in the foot, but in the leg; hence they are unaffected by conditions on the sole of the foot.

For feet, such as those of policemen, waitresses—in fact any person who subjects his feet to the hard strain of walking or standing for long periods on hard surfaces—this type is not indicated, for as soon as the wearers begin to perform their daily tasks again their feet become strained and there are the aches and pains once more.

Another group of manufacturers put on the market shoes with a stiff rigid shank, equally excellent as merchandise, but whose merit likewise was restricted because it could benefit a comparatively small number of foot sufferers. The support was built into the shoe and thus it could not be adjusted to varied individual needs. Here I might again

remark that, however excellent their types might be for normal feet, and even for certain foot troubles, their usefulness as correctives is much limited.

Foot Troubles Individual and Should Be Considered

In my study of the foot, which extends over a period of twenty-five years, in working out and designing the various foot correctives in our laboratories, I have always held before me the fact that feet are individual, that is if one is to truly give foot comfort, and earnestly administer to the foot needs, he must consider them as such.

To accomplish this with shoes alone, as we have seen, is not possible. This led me to the development of the various types of arch supports. These supports, which can be fitted into any shoe, have had an enormous sale, because being adjustable, they can be made to fit the foot of the sufferer, accurately, individually, then re-adjusted or elevated as the condition improves. Likewise shoe merchants have seen that in the Dr. Scholl line of supports lay an assured source of revenue both from the supports themselves and the fact that they assisted greatly in the sale of shoes. For with the supports in them, all shoes or any shoe could be made properly to fit and to relieve foot troubles.

A physician does not prescribe quinine for all the ills he is called upon to diagnose, however excellent it might be in certain cases. Nor does a dentist extract all of the teeth he treats. Some of them he fills. It is much the same with foot ills. What may be an excellent corrective for one weakness or ailment, is not one for another. That is the reasoning behind Dr. Scholl Foot Comfort Appliances and Remedies. There are more than forty different types of arch supports and appliances. None are cure alls but each is a specific for some particular form of foot trouble.

In the next lesson a brief lesson on anatomy of the foot will aid the student in gaining the knowledge so important in his work of fitting feet and shoes.

REVIEW QUESTIONS FOR LESSON NO. 5

- 1—Why is the correct fitting of shoes an individual problem?
- 2—Why must we look further than shoes for foot correctives?
- 3—What are the claims made for the soft shank shoe?
- 4—What are those made for the stiff shank shoe?
- 5—Why is the value of both as correctives so limited?
- 6—Wherein does the great value of the scientific arch support lie?

LESSON NO. 6

Anatomy of the Foot

Structure of the Foot—Study of the Foot Interesting and Easily Mastered—How Nature Devotes Over One-third of the Body's Bony Structure to the Lower Limbs—The Three Groups of Bones in the Foot—Functions of Each Division—The Muscles, Ligaments and Tendons—How They Differ and How They Co-ordinate in Their Work—The Arches of the Foot.

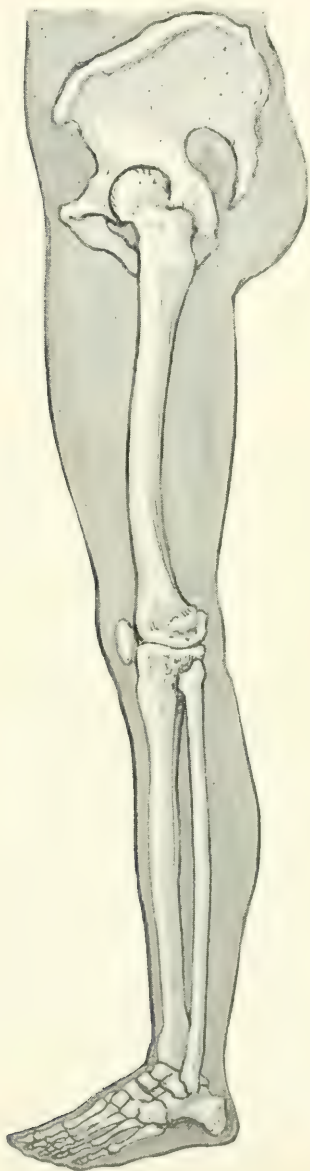
The shoe man who has made up his mind to make every minute of business time count for something, finds when he begins to seriously consider the foot upon which he is called to fit shoes, that the most interesting part of his pursuit lies in discovering just what the foot is. Hundreds of shoe men have thought that this study was something very deep, involved and meant the burning of much midnight oil before they could comprehend, much less master, the subject. When they had finished they wrote they were astonished at the ease with which they absorbed the information that these lessons contained.

It is only when one compares the lower limbs with the rest of the body that one really gets the right perspective on the importance of the feet and legs. One, of course, realizes what a time one might have without them, but a little concentration reveals how much attention Nature has paid to them and the remarkable way in which she has done it.

Over One-third of the Bones of the Body Are in the Lower Limbs

Of the 200 bones in the human skeleton 60 are located in the lower limbs; that is, Nature devotes almost one-third of

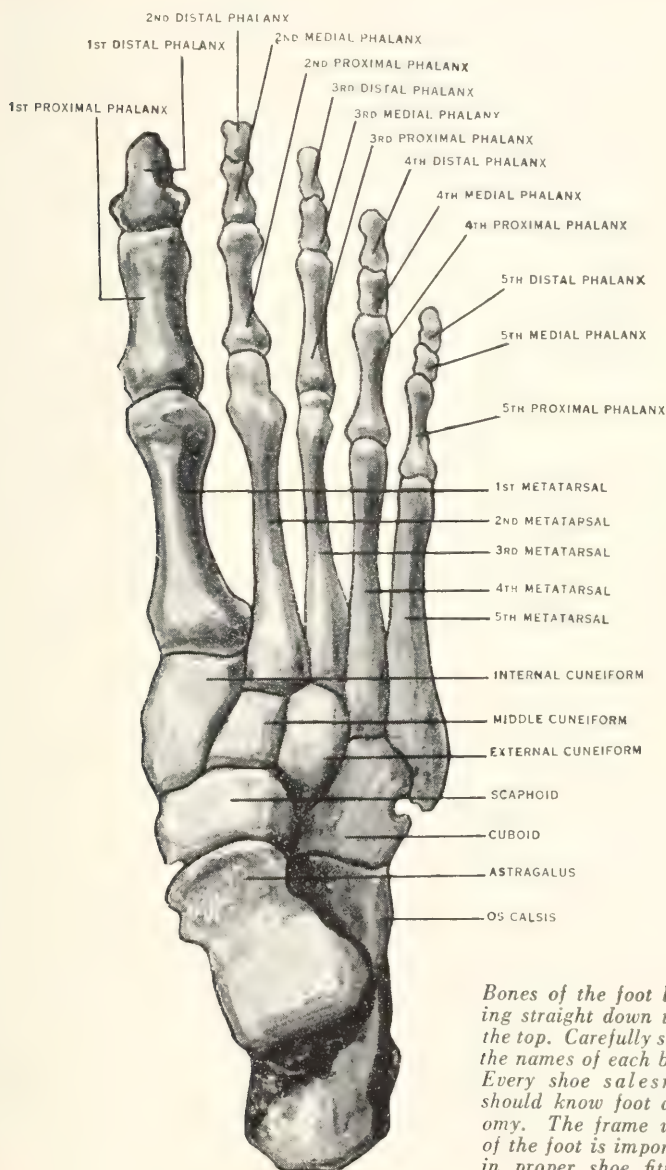
the structure to that part which has to do with locomotion. In the leg proper there are four bones. There is the femur or the thigh, the longest bone in the body, which runs from the pelvis, the massive bony structure at the base of the spine, to the knee. Then comes the knee cap. Between the knee cap and the foot are the tibia or shin bone and behind it the fibula which acts as a balancer when one stands or walks.



The bones of the foot, 26 in each, are divided into three groups: the tarsus, the metatarsus, and the phalanges. The tarsus consists of the os calsis or heel bone, the astragalus, cuneiform and the cuboid bones. The second group, or the metatarsus, which means beyond the tarsus, consist of the metatarsal bones which are called the First, Second, Third, Fourth and Fifth Metatarsals, beginning on the inside of the foot. The bones of the toes are called phalanges because they are arranged like the phalanx, the ancient Greek

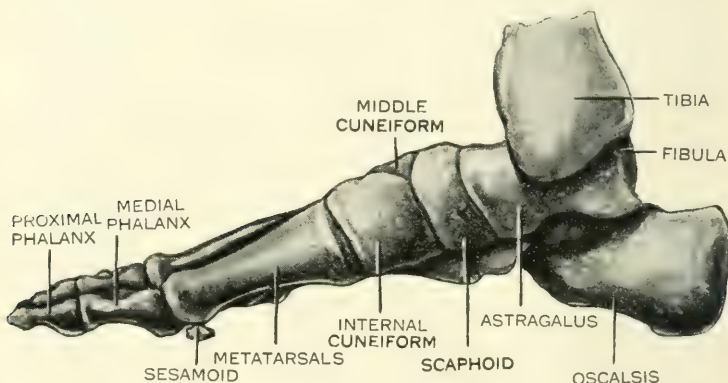
Left leg showing the bones from the hip to the foot. The largest bone in the body is the thigh bone or femur. Then comes the patella or knee cap, next the tibia or shin bone, then the slender balancing bone or fibula. Now you are to the foot.

THE STRUCTURE OF THE FOOT



Bones of the foot looking straight down upon the top. Carefully study the names of each bone. Every shoe salesman should know foot anatomy. The frame work of the foot is important in proper shoe fitting.

military formation. Each toe consists of three of them, except the great toe which has two. A good way to keep the foot structure in mind is to draw a picture of the skeleton of the foot from the illustration on page 65. This will firmly fix their relative position in mind. Or a still better way is



Skeleton of foot looking from the inside arch and ankle view. Student will memorize names of the bones and locate them on the foot.

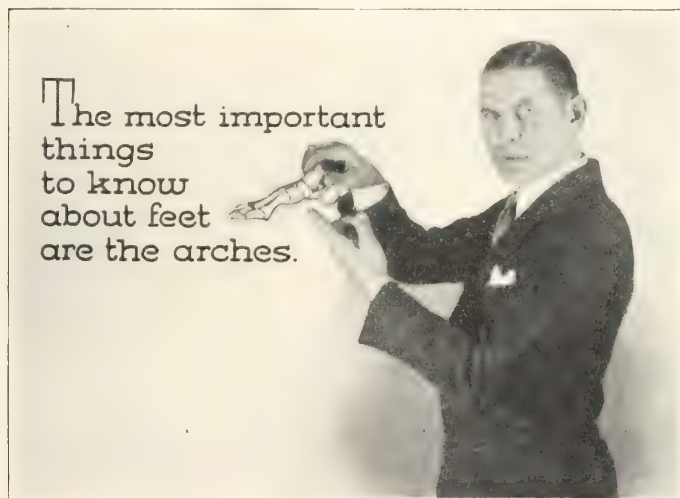
to get a Dr. Scholl Skeleton Foot. This is a remarkable duplication of the human foot and is invaluable not only for study but for demonstrating to customers what happens when the arches give way and they come to the fitting stool blaming their shoes for their aches and pains.

Let us now consider the bones of the foot a bit more closely. First we will take up the tarsus. Everybody knows where the os calsis or heel bone is. The second bone, the one on the top, is the astragalus. It is the key bone of the foot. The third is a little boat shaped bone, the scaphoid, just in front of the astragalus. The joint between these two bones is one that should be remembered. It is known as the ball and socket joint and is the weakest point in the foot. If you will rotate your foot in a circle you will see how a ball and socket joint works.

The next bone is the cuboid, so named because of its cubical shape. It is directly to the outside of the scaphoid.

THE STRUCTURE OF THE FOOT

Right in front of this are the three cuneiform bones. Cuneiform is a Greek word meaning wedge. These wedge shape bones are the connecting link between the tarsus and the next division forward, the metatarsus.



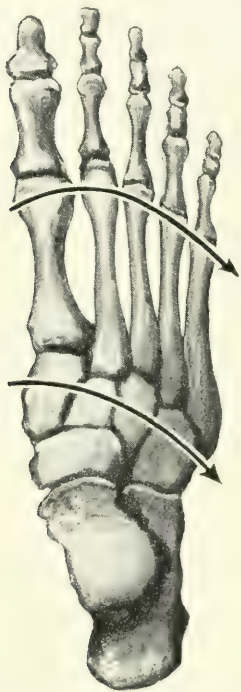
The expert shoe salesman, in addition to the bones of the foot, thoroughly understands the formation of these bones into the arches.

The five bones of this latter division act as a lever to the foot in walking. Also they provide protection to the arteries and nerves beneath them.

Thus far we have accounted for twelve bones, seven in the tarsus and five in the metatarsus. That leaves fourteen for the toes. Seemingly this is an unfair arrangement in favor of the toes, but Nature never does anything without a reason. The reason there are three bones to each of the four lesser toes and two to the great toe, is that the four lesser act as a balance in their spread out normal position for the frame work of the body. The function of the great toe with its two bones is to furnish the final impulse in the forward movement of a step. Without toes walking would be a rather precarious undertaking, a person running the risk of diving on his nose. Any mishap to the toes, as any shoe man knows, is crippling.

The Functions of the Muscles, Ligaments and Tendons

This bony framework would not be of much assistance to us if there were not other structures to help. So Nature has supplied muscles. There are many of them in both the foot and the leg, but their names are not necessary to the shoe man who is relieving painful foot conditions by purely mechanical means. He should always remember he is neither a physician or chiropodist. He is not called upon to remember names he would never have occasion to use. From time to time in this study there will be found conditions that may need mention of them.



The arrows indicate the Anterior Metatarsal Arch and the Transverse Arch. The picture is looking down on the foot. The course of the arrow is to indicate the location of the arches mentioned.

Let us now ask a question. What is a muscle? A muscle consists of elastic tissue intermined with nerves and blood vessels which by contraction and expansion gives us the movement of the body. For the moment compare the body to an automobile. The skeleton might represent the chassis. The muscles might be compared to the engine. They furnish the driving power. Now we will pursue our analogy a bit further. An engine and a chassis would not get far unless connected up by a crank shaft. In the foot this corresponds to

the tendons. Tendons are white inelastic cords found at the end of a muscle and they connect the muscle to the part (bone or joint) to be moved.

An automobile will not go unless it is properly bolted together nor will the foot function unless there is the same corresponding binding structure. This binding structure con-

THE STRUCTURE OF THE FOOT

sists of ligaments. Ligaments are bands of inelastic tissue which bind the bones of the human frame work together and limit their action. They are the passive support of the body. Every muscle of the foot and leg might be severed com-



The Inner Longitudinal Arch of the foot extends from the heel forward to the great toe joint, or the first metatarso-phalangeal articulation.

pletely and still the ligaments would hold the bones in position. There would of course be no movement, any more than there would be if the engine were separated from the crank shaft.



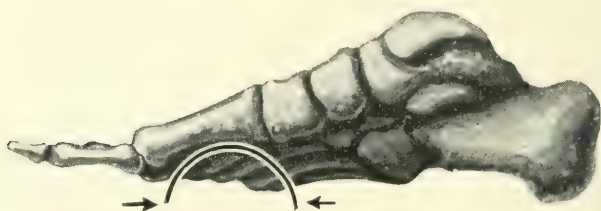
The Outer Longitudinal Arch extends from the os calcis to the head of the fifth Metatarsal. This arch is of less curvature, but nevertheless there is a defined arch between the two points.

Another thing about these binders that should be remembered is that they will not stretch.

When the foot structure weakens and its arches fall the fibre of the ligaments are torn much as the strands of a piece

of string are pulled apart. However, unlike the string, ligaments have the power of rebuilding when the strain is removed.

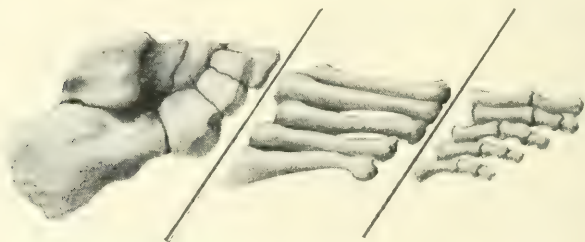
In our automobile we must have gasoline. So in the body



The Anterior Metatarsal Arch extends between the great and little toe joints, or between the heads of the first and fifth Metatarsals.

we must have energy and ignition. This energy is supplied in the blood vessels and the ignition through the nervous system.

Let us suppose that a person has in the dark stepped, while



Showing the division of the bones of the foot. Left to right, First section—Tarsus, consisting of seven bones—Os Calsis, Astragalus, Scaphoid, Cuneiform, Internal Cuneiform, External Cuneiform and Cuboid. Second section—Metatarsus—five Metatarsals. Third section—Phalanges—fourteen Phalanges, or bones of the toes.

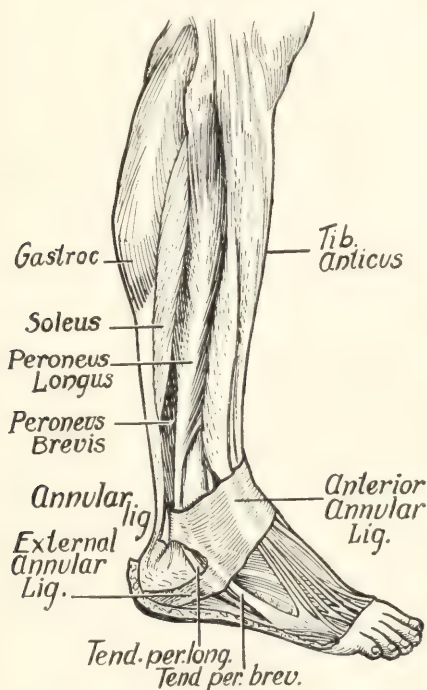
barefooted, on a tack. Immediately the nerves of the afflicted toe telegraph the news to the brain. Word is flashed back to remove the toe from further danger. The message, going through the telegraph of the body, which is the nervous system, tells the right leg muscle to withdraw the foot. The

THE STRUCTURE OF THE FOOT

muscle contracts and pulls the foot away to safety.

The Mechanical Structure of the Human Foot

Nowhere has Nature given more thought to the requirements of life than she has in the structure of the foot. In

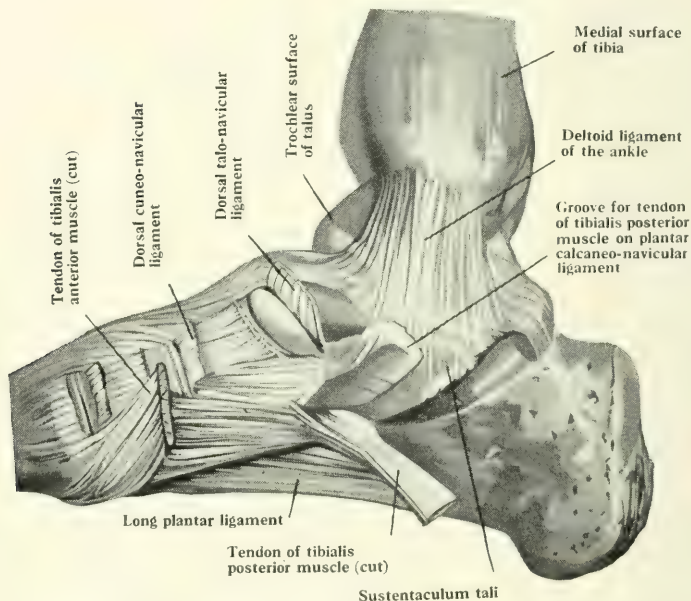


Outside view of dissected foot and leg showing muscles, ligaments and tendons.

order that man might go about with the greatest ease and comfort she has grouped the bones of the foot into arches, which engineers tell us are the strongest mechanical arrangement that can be found. If we define an arch as a span between two points, we have four such spans in the foot, all held in place by ligaments. They are as follows:

The Inner Longitudinal Arch.
 The Outer Longitudinal Arch.
 The Anterior Metatarsal Arch.
 The Transverse Arch.

Some writers declare there is but one arch in the foot, which they call the Longitudinal, which is the usual lay



Ligaments are bands of elastic tissue which bind the bones together and form the joints which have limited action.

view of the matter. But for the study of the foot the division into four is the simplest and clearest. To fix these arches in the mind it is well to again either draw a picture of the foot bones or to examine closely a skeleton foot.

The inner longitudinal arch runs upon the inner border of the foot from the heel to the ball of the foot.

The outer longitudinal arch runs from the heel to the base of the little toe.

The anterior metatarsal arch is found at the ball of the foot. Anterior means "front" so this arch is easy to remember. It is formed by the heads or front end of the five metatarsal bones, is domed in shape and serves as a protection for the rather delicate muscle structure which act on the toes, as well as the nerves and arteries that terminate in that spot. The anterior metatarsal arch also provides for balancing the weight on the foot.

The transverse arch is what engineers would call a truss span. It is found at the instep and is made up of the four line bones of the Tarsus, and the Posterior (back) ends of the metatarsals. This arch protects the nerves and blood supply in going to the ball of the foot.

REVIEW QUESTIONS FOR LESSON NO. 6

- 1—How many bones are there in the human body?
- 2—How many are there in each foot?
- 3—Why are the bones of the toes called phalanges?
- 4—What are the functions of the muscles?
- 5—What are ligaments and what are their functions?
- 6—What are tendons and what are their functions?
- 7—What are the different arches of the foot?
- 8—Draw a pencil picture of them and then compare the picture with that in the lesson book.
- 9—Why do we have arches in the foot?

LESSON NO. 7

The Three Bearing Points

The Three Bearing Points of the Foot—Why Nature Provided for Them—Comparison to the Tripod of the Camera—What Happens When One of Them Is Upset—How General Health Is Affected by Derangement of Balance in the Feet.

Continually in our study we are compelled to revert to prehistoric man. Primitive man, as we know, did not walk on floors or pavements. He made his way over rocks and other uneven surfaces. So that he might easier do this Nature provided that his feet be adjustable to the conditions he was called upon to meet. Therefore she gave them three bearing points.

Anyone who has taken pictures in the country knows the value of the tripod. No matter what the surface, a perfect balance is easily secured by adjusting the tripod. So it is with the feet. In the feet, there are what are known as the tripodal bearing points. They are as follows: The heel bone, the head of the fifth metatarsal and the head of the first metatarsal. Note the illustration and fix these bearing points clearly in the mind, as we shall have many occasions to refer to them.

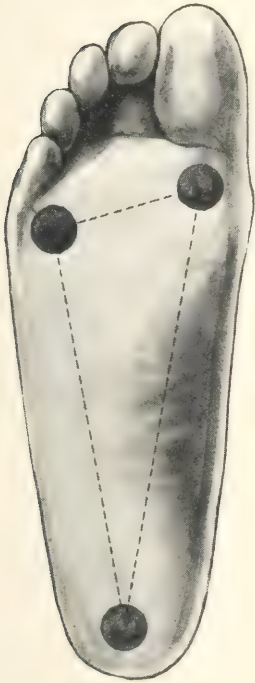
If one recollects how difficult it was to maintain a balance while skating the first time, the necessity of the three bearing points becomes cleared. In skating one moves about on only two bearing points.

If a person has a corn, say on the little toe, he is not wilfully going to stand on it. He will place the foot so that his weight will be carried on the inner border. In other words he will use only two bearing points. Likewise the bunion

THE THREE BEARING POINTS

sufferer will do the same thing, only placing the burden on the outer border. If one's heels are too high, there is not an even distribution of the body's weight; hence, the foot assumes an abnormal position and the result is that the two forward bearing points of the foot weaken under this strain so that in time only two bearing points are apparent; namely,

one at the base of the heel and the other one at the center of the ball of the foot. There is strain and consequently weak ankles, fallen arches, strained foot and other conditions that are not relieved until the tripodal bearings are again established. This is the fundamental function of the arch support, which when used with proper exercise and massage results in the restoration of the foot.



The black dots indicate the tripodal bearing points of the normal foot. The dotted lines indicate the Inner Longitudinal Arch, the Anterior Metatarsal Arch and the Outer Longitudinal Arch.

It is to the upsetting of these tripodal bearing points that almost all foot troubles can be attributed. Corns, callouses, and even bunions can be traced directly to this disturbance. Likewise the general body health has a very direct connection with it. Often it is found that a person suffers headaches for years, taking remedies of all sorts without result. Suddenly she falls into the hands of a competent shoe fitter who discovers that her foot structure is weakened. When he fits her with the proper support, her headaches disappear. The explanation is simple. When the tripodal bearing points of the foot are not bearing the weight of the body evenly nerves are impinged. The sympathetic nervous system carries these messages of

pain to other parts of the body and there they manifest themselves in localized pains. Likewise many cases of so-called "rheumatism" vanish like magic when proper attention is given to the feet.

REVIEW QUESTIONS FOR LESSON NO. 7

- 1—Where are the three bearing points of the foot?
- 2—What happens when one of these points is upset?
- 3—Why does the arch support, properly fitted, restore deranged balance in the feet?
- 4—Why do bad feet affect one's general health?

**If You Correctly Fit Your Customers and Your Competitor
Misfits His, Whose Business Is the One That Will Grow?**

LESSON NO. 8

Shoe Construction

Modern shoe developed by American genius. The first shoe making machines—The turn shoe and other departures in shoe making—Latest process—How lasts are made—Types of shoes—Leathers that go into shoes—Explanation of many names and terms—Heels.

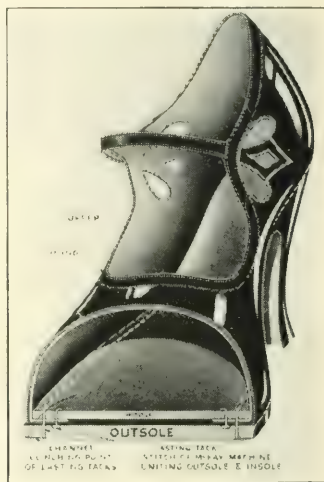
Volumes could be written, and have been written, on the history and development of the modern shoe. Shoes were worn by the earliest peoples and the records of Egypt, Rome, Greece, in fact, all antiquity, contain references to footwear. Modified through the centuries from the sandal to all sorts of interesting leather foot coverings, the modern machine-made shoe really came into being about the time of our Civil War.

Americans previously had made their own shoes or had them made by itinerant cobblers. The leather was home tanned and the cobbler, when he came, spent quite a spell in the home, making shoes. Though earlier attempts had been made, a Welshman, Adam Dagyr, really started the shop system. Competition with European-made shoes was always keen, and the American pioneers had a rough time in marketing their product, particularly their fine shoes. But in 1789 Congress passed a tariff law and the infant industry got a start. All manufacture was done by hand, and up to 1860 progress, while steady, was not rapid. In 1845 there appeared a machine that rolled the leather, supplanting a very tedious process of pounding it by hand. Then along came Elias Howe, in 1851, with his sewing machine, which took care of the sewing together of the upper parts of the shoe. This was a decided step forward.

The Civil War brought about a tremendous demand for footwear, but almost providentially, Lyman R. Blake appears

on the scene with a machine which sewed the upper to the sole, something destined to revolutionize the whole shoe industry. This machine was produced in 1858, but Blake had very limited resources and he sold out to Col. Gordon McKay, who with Blake's assistance produced the first McKay machine in 1861.

Briefly, with the McKay process the upper is lasted upon the insole by means of tacks driven through the insole which are clinched against the steel bottom of the last, the trade name for the model, usually made of wood, upon which the shoe is made. The outsole then is attached to the insole and upper by the McKay machine, which makes a chain stitch through to the inside of the shoe. This machine naturally greatly increased the production of shoes and cheapened the price of medium grade footwear. Generally speaking, McKay shoes today are for women and children.



Cross section of shoe made by the McKay machine, the first mechanical process.

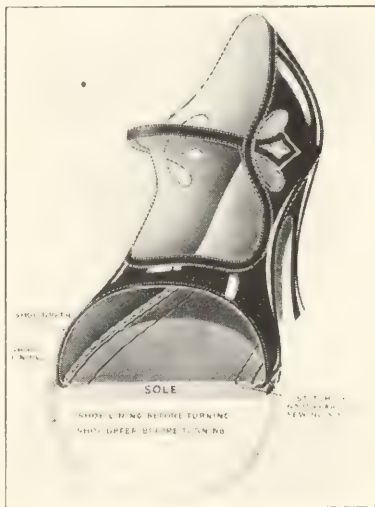
But others also were experimenting with shoemaking machinery. A New York mechanic, August Destouy, in 1861 invented a machine which he sold to James Hanan, who later interested Charles Goodyear, a mechanic. Goodyear was a nephew of the Charles Goodyear whose name is so familiarly associated with the rubber industry. With many refinements the outcome was the invention of a machine which now is known as the Goodyear turn sewing machine.

With this machine the upper is stitched by means of a curved needle directly to the sole wrongside out. There is no insole. The shoe then is "turned" rightside out which gives the process its name. Necessarily this method is applied only to the making of light dress boots or slippers with

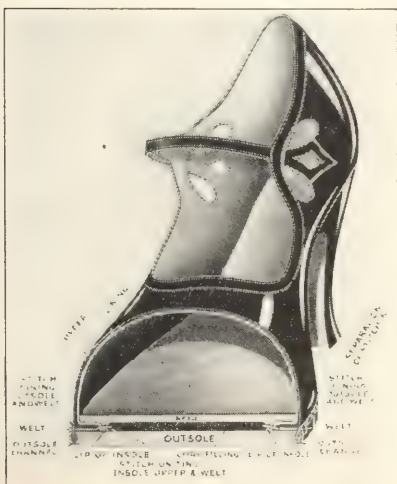
thin flexible soles. The threads in the sewing are caught in a shoulder or what is known as a channel, cut into the edge of the sole. The seam thus does not come through to the inner side of the shoe where it would chafe the foot.

A third process is the Goodyear welt machine. The welt is a narrow strip of leather extending from the front of the heel around the shank and forefoot of the shoe. The insole, upper and welt are first sewed together. To the welt, which protrudes, the outsole is stitched with a lock stitch seam, thus leaving the inner surface free from tacks or stitches. This process makes a durable and comfortable type of shoe. Goodyear welt shoes are made for everybody.

A fourth process is known as the Littleway. In this two



Cross section of shoe made by the Goodyear "turn" machine.



major machines are used, the lasting machine which fastens the shoe upper directly to the insole by a fine wire curving staple which does not perforate the insole. A sole stitcher unites the outsole and insole with a lock stitch. This method is used for women's, misses', and children's

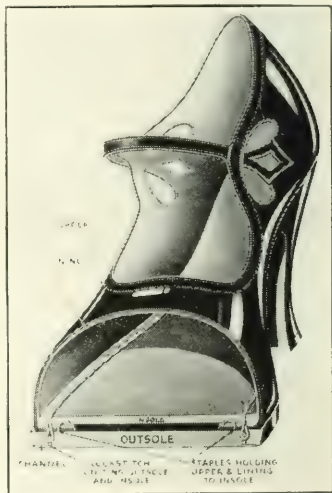
Cross section of shoe made by the Goodyear Welt machine.

shoes. Also it is utilized for athletic or work shoes wherever a tackless lock stitch construction is desired.

Then there is what is known as the stitchdown shoe. Here the upper is not turned under as in the other processes, but it is turned out at the sole line and stitched down to the outsole. A welt is used sometimes, and it is stitched on the surface of the out turned upper. The highest grade has three soles, the insole, middlesole and outsole. The shoe lining is turned in and cemented to the bottom of the insole, the upper is turned out and fastened to the middlesole by small staples and finally the outsole, middlesole, upper and welt are stitched together by a lock-stitch. This process is employed chiefly for children's shoes.



Cross section of shoe made by the stitchdown machine.



Cross section of shoe made by the Littleway machine.

A recent departure in attaching shoe soles to uppers is the Compo process. This eliminates staples, stitches, wax and tacks. Briefly, a water and damp proof cement, applied under pressure, is used. The process eliminates six major operations and is done on the Compo machine.

To best know these proc-

esses take discarded shoes and cut them and study them. Compare them with the drawings in this lesson. While these six are the principal ones used in manufacture, there are other types such as the Pegged and Nailed, but these have limited uses. Today the manufacture of shoes is a highly intricate process, some models requiring over 200 operations.

Before shoes are made, however, they must be designed. The designer works in a last factory. He draws his picture with measurements and instructions, which he sends to the model or lastmaker, who works up the design in wood.

Lasts usually are made of seasoned maple, beech, or apple, and are graded in an exact scale of standard sizes, each size, half size, and width requiring its proper standard of measurements. The standard scale of last measurements for ball, waist and instep, as adopted in this country, are shown in Lesson 21.



*Cross section of shoe made by the
Compo process.*

The student, too, should know the parts of the shoe. One of the commonest of shoe terms is vamp. The vamp is the lower part of the upper which is attached to the sole. The counter is a piece of stiffening material which passes around the heel of the shoe to support the outer leather and prevent the shoe from running over. Collars and cuffs are names given to strips of leather stitched around the outside of the shoe top for ornamental purposes. The shank is a strip of metal used to stiffen the sole between the heel and the ball where there is no other support provided. The word also is used to designate the part of the sole where the shank is inserted.

The types of shoes and the materials from which they are made furnish an almost endless terminology. The term bal, very common in the shoe industry, refers to the city of Bal-

moral, Scotland. The shoe that bears this name is one designed by the shoemakers who served one of the old British families in Balmoral castle. The bal is a lace shoe in which the vamp is attached to the top of the instep. The vamp is stitched on over the lower edge of the top part in an unbroken curve. Almost all very fine shoes are made from bal patterns.

The Blucher takes its name from General Blucher, who designed it for use in his campaigns against Napoleon. The Blucher, too, is a lace shoe, but the top differs from the bal in the manner of attaching the vamp and top of the instep. The top part is stitched over the edge of the vamp at the sides, but is allowed to swing free at the center on either side of the tongue.

The Oxford received its name from Oxford University and is a very old design. The name has come to mean an ankle shoe that fastens over the instep.

The pump is the lowest of all ordinary shoes usually consisting of simply a whole vamp, sole, and heel. The "Polish" originating in Poland, is higher than the bal and laced up the front. The Congress boot is one with elastic goring at the sides. Button shoes are, of course, known to all. There are many variations and combinations of these leading types of shoes.

Leather is the principal material from which shoes are made. Leather for the shoe upper may be divided into these varieties: kid, calfskin, hide leather, sheepskin, horsehide. There are also kangaroo, chamois, buckskin, pigskin, snake-skin, fishskin, and even that of certain birds.

For soles cowhide is by far the most satisfactory. The best sole leather is oak tanned, that is, treated in a solution made of oak bark. This leather is a light creamy color. When hemlock bark is used it is redder color. Union tanned leather is a combination of oak and hemlock.

For the uppers much the same process is used in the tanning, though a late process called chrome tanning has become very popular and generally used. The average time for tanning upper leather by the bark process is from three to four weeks. With the chrome process the treatment takes only

about one week. With the passing of the forests which provided the bark for the old system, the chrome process was like other inventions, one of necessity. The tanning material in this process is a bichromate of soda or potash, hence the term chrome. In tanning all animal matter is removed and various oils, such as cod liver and neatsfoot, are utilized to make the leather flexible.

There are scores of types of leather used in making footwear today. The chrome process has revolutionized the making of upper leathers and now a satisfactory leather is made from cowhides where calf once was utilized to a great extent. Seal, grain, buff, oil grain, satin calf are various finishes of side upper leather in imitation of calf skin. However, calfskin is still the preferred leather. What is known as boarded calf is produced by rubbing with a board to raise the grain. Boarded calf, commonly known as box calf, has a pebbled, or checkered pattern of fine creases. Box calf is a private name which has come like others in the shoe industry into common use. Willow calf is the same as box calf only the name is applied to colored stock. Velour and gunmetal also are privately owned names. They are smooth finished black skin. Mat calf is a dull finish. Russia calf today usually means a tan or brown tanned calfskin. Birch oil or tar is used in the dressing, giving it an unusual fragrance. Wax calf is finished on the flesh side with a wax-like surface. Suede leather is finished on the flesh side to imitate velvet. Glazed calf is a rather glossy finish. Patent is a finish secured by the use of shiny varnish and other materials. Glazed kid, from which a great many shoes are made, is really the pelt of an adult goat. In all there are some seventy leathers made from goatskin. Mat kid is a soft, dull black kid, the softness due to a treatment with beeswax and olive oil. Suede kid is made from sheepskin. Castor kid is a Persian lambskin. Buckskin, originally deerskin, is now made from sheep and lightweight cowhides. Cordovan is the name of the leather made from horsehide, although the word now is often used to designate red or mahogany shades of calfskin. Kangaroo kid is the name given to a kid finished in imitation of kangaroo skin. Leathers, since the

development of the aniline industry, are dyed every conceivable color.

The linings in shoes are usually made of cotton fabric, the finer grades of twill, canvas, duck and other cloths being used. They also are used, of course, in shoe uppers, as are silk, velvet, etc.

REVIEW QUESTIONS FOR LESSON NO. 8

- 1—When was the first shoe machine invented?
- 2—What are the principal types of shoe construction?
- 3—What kind of leather is used in shoe uppers?
- 4—What kind in soles?
- 5—What is a “Blucher?”
- 6—What is the vamp of a shoe?
- 7—What are linings made from?

LESSON NO. 9

Weak or Fallen Arch

What Is Meant By Weak or Fallen Arch—The Trouble With the Feet When Persons Ask for "Comfort Shoes"—The Great Need of the Shoe Man Nipping Foot Troubles in Their Early Stages When Relief Is a Simple Matter—How Inattention Results in Serious Disorder and How It Comes Back to Plague the Shoe Man—The Importance of Taking Podo-graph Prints of the Foot—Why Dr. Scholl's New Improved Arch Supports Afford the Great Relief They Do—An Explanation of the Causes of Weak Foot.

If you have thoroughly digested the last book dealing with the normal foot, you are now prepared to consider the study of the abnormal foot or the foot you usually meet at the fitting stool.

First we will take up Weak Foot, or Fallen Arch, the commonest of foot troubles. What is meant by Weak Foot? Weak Foot condition is one where the ligaments are overstrained and are no longer able to hold the bones of the foot in their natural position. This is a good definition to remember.

For the purpose of our study we will divide Weak Foot into four divisions or stages: First, Second, Third and Fourth.

When Customers Ask for "Comfort Shoes"

No doubt the student has had customers complain of feet that tire easily, legs that tire easily, tender aching feet. They say they cannot stand long or do a good day's work without discomfort. They sometimes think they have rheumatism, or declare they have trouble getting the right fit in shoes. Often they ask for "comfort shoes."

When your customers come in asking for "comfort shoes" look out. You are going to deal with foot trouble. And right here let me say that if the shoe man simply sells such a person

mere "comfort shoes" without further investigating the certain foot trouble that is before him, he is doing his customer, himself and his store a great injustice. He had the opportunity to correct a foot evil, that unless it is corrected, will result in far more serious disorder.



Many complaints come to the shoe salesman about shoes not fitting properly or giving the full amount of service. These often are due to some defect in the foot. That is why the shoe salesman should always be on the lookout for abnormal feet and suggest a corrective.

If he neglects to do this he is making more trouble for other shoe men, for as his fitting will not satisfy the customer, the customer is not coming back, but is going with his foot and shoe griefs to some other store.

Almost invariably these people are suffering from weak foot in the First stage. Looking at the stockinged foot will not reveal much. Then the thing to do is to ask questions. Do your feet tire easily? Do your legs tire? Do the soles of your feet burn? Are your feet tender? Do your toes feel cramped? Have you weak ankles? Do your feet perspire?

Generally you will get affirmative answers to most of these questions. You should then test the foot. If you will put pressure on the heads of the metatarsal bones with one hand

while grasping the heel with the other you will be able to determine just how much weakness there is in the foot. In the normal foot there is almost no "give." In the weakened one in the First stage there usually is no resistance. The foot here usually can be manipulated back and forth.



Additional sales of shoes, foot appliances and remedies are easily made by the salesman with the aid of a Pedograph picture. Pedographs, or foot prints, have genuine diagnostic value and are used with success by leading orthopedists in the examination of weak foot, flat foot, and deformities of the foot caused by paralysis, etc.

Pedo-Graph Reveals Weakness of the Foot

One of the best means of detecting this trouble, or all arch troubles, is to have the customer step onto a Dr. Scholl Pedo-graph. The Pedo-graph has been declared to have been the most useful device that ever found its way into the shoe store. It is used in thousands of the best establishments of the country and also in clinics, hospitals, schools, by the army and navy—in fact everywhere there is found the need of accurate facts on foot conditions.

When the customer steps onto the Pedom-graph—simply takes a normal step across it in a stockinged foot—there is registered on a sheet beneath the surface a true impression of the foot under the usual walking pressure. On this page is shown a Pedom-graph print of a normal foot, a weak foot and a flat foot. You will notice that whereas in the first Pedom-graph print the arch was normal, the arch was so high that



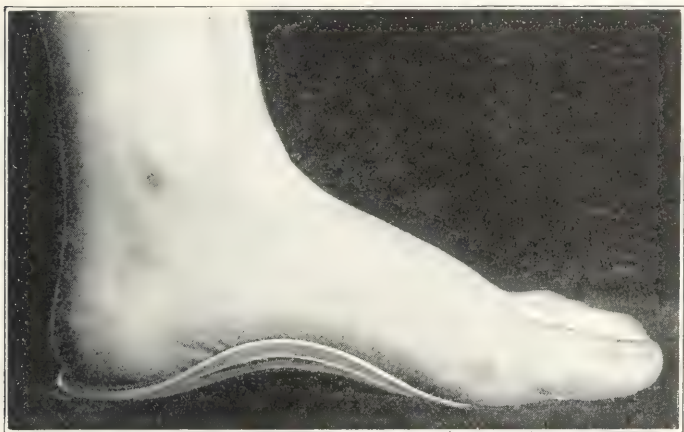
Pedom-graph prints of a normal, weak and flat foot.

it did not register at all, in the second picture there is quite a wide area of depression, clearly indicating a weakened foot condition. The flat foot print is obvious.

Pedom-graphs should be taken of both feet for often there is a difference in them—they are not alike. Many stores make a practice of taking Pedom-graphs of all feet that enter the store. This gives the shoe man a quick insight into foot troubles and furnishes a most convincing argument to the customer in selling the proper footwear or appliances. Also it stamps the shoe man in the customer's mind as being thorough, conscientious and scientific. Pedom-graph prints take but a second to make and they often speed up sales.

How the Arch Support Restores Weak Foot

Now how shall the shoe man correct the foot he has found to be afflicted with weakness in the First stage of weak foot? He should select the right size shoe and put into it a Dr. Scholl Foot-Eazer or Arch Support. These are light springy appliances that bridge the foot from heel to toe and can be



The Arch Support when scientifically constructed, correctly fitted and properly adjusted, meets the contour of the arch at all points. It distributes the weight and removes all muscular and ligamentous strain. The Support should fit flush with the back part of the heel and extend forward to the metatarso-phalangeal articulations. The illustration shows a Support fitted in this manner.

worn in any shoe. They are of scientific construction, of highest grade spring metal, sliding easily on the innersole in walking, permitting the required flexibility.

Fitting these New Arch Supports is a most simple matter. Place the appliance against the arch of the foot, having the end of the heel part flush with the heel of the foot and the forward end extended to the first Metatarsal joint. Note the illustration. The appliance brings immediate relief because it relieves all strain on the ligaments and muscles by supporting the foot in its natural arched position.

In the Second stage of Weak Foot the scientific shoe fitter

finds many of the same conditions that he meets in the First. He finds others in addition. For instance he detects, when the customer stands, a slight tipping in of the ankles. When he takes a Pedometer print he will note a deeper depression of the longitudinal arch. Sufferers will complain of great discomfort, tell of corns, callouses, and pains through the heel



The scientifically constructed Arch Support bridges the weight from heel to ball and does not rely upon the shank of the shoe for support. Illustration shows such a Support in a shoe, supporting the bones of the arch. Notice the space between the shank and the inner side of the Arch Support.

and ankle. Customers often will declare that walking over rough, or uneven surfaces—cobble stones for instance—will cause wrenching or strain. Usually there is tenderness and callosities along the edge of the first metatarsal extending to the end of the toe. Callouses also appear around the heel and on the ball of the foot.

The causes are substantially the same as in the First stage of Weak Foot. You simply are dealing with the same condition in a more progressive degree. When you examine the foot, you will find tender or painful areas. These can be located by pressing your thumb or fingers over the different parts of the foot, such as the tuberosity of the heel where the plantar ligaments and the plantar fascia are connected. Here, usually, pressure causes slight pain. If you press on the different metatarsal heads tenderness may be found; the same may be detected in the outer longitudinal arch.

WEAK OR FALLEN ARCH

Always in the handling of weak foot conditions examine the shoes. They reveal a great deal of information. Run your hand along the sole. If these are depressions or wrinkles there is ample evidence of a weakened arch condition. In a normal condition the shoe inner sole will be smooth.



The illustration at the top shows a weak and pronated arch. The bottom one shows how the Arch Support, placed in position and gradually raised by degrees, elevates the pronated ankle arch to normal position. Insert illustrates the appliance.

For relief fit Dr. Scholl's Arch Supports as in the First stage. If the customer is quite heavy Dr. Scholl's Tri-Spring or other style of reinforced Arch Support should be applied. This is a very substantial support with a firm and wide base. See that the support is fitted snugly into the contour of the

arch as instructed before and again be sure that the footwear is given proper consideration.

When the foot has reached this stage of weakness sometimes it will be found that the arch of the support is a little too high for immediate comfort. While Dr. Scholl's Appli-



The illustration at the top shows how a properly constructed Arch Support restores the tripodal bearing points of the foot by distributing the weight from the heel to the First and Fifth Metatarsals. The middle illustration shows the bearing points of the Support from 1 to 2. At the bottom is shown how the Support elongates under extreme pressure of the body's weight. The arrows at Figure 1 indicate the bearing points, while the dotted line 2 to 2 shows the elongation or dropping downward under pressure of the body's weight.

ances need little adjustment there are times when a slight change in the height of a support is advisable. For this purpose there has been perfected Dr. Scholl's Arch Fitter. By placing the support in this device raising or lowering is effected by simply pulling the lever. Sometimes gentle tapping

WEAK OR FALLEN ARCH

with a rawhide covered hammer which does not dent the plates will produce the necessary change. All arch supports should be fitted so that they meet the arch of the foot while relaxed.

It is distinctly advisable also to recommend the use of Dr.



So-called "corrective shoe" fitted to a weak arch. Note how the weight presses shank down, allowing the foot to elongate and slide forward into the shoe.

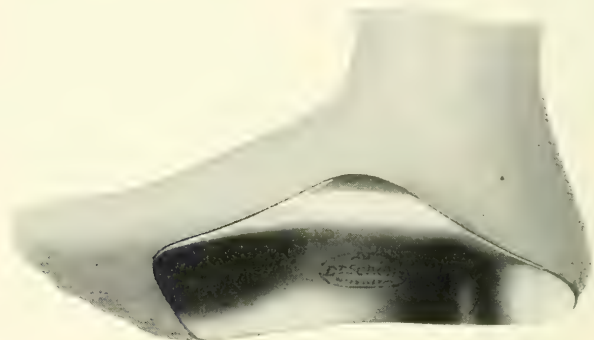


The same foot fitted to an Arch Support. Note curvature in the Support and the space between the Support and the shank. The Support has been adjusted to hold the foot in the corrected normal position without crowding or slipping forward.

Scholl's "3" Necessities. These consist of Dr. Scholl's Foot Soap, Foot Balm and Foot Powder, the Home Treatment set.

They are essential to the securing of the best results from the use of supports.

The Foot Soap is granular in form and when rubbed briskly into the foot restores the circulation, relieves congestion, and produces a splendid cleansing lather. The Foot Balm is a soothing analgesic (pain relieving) cream or ointment which when rubbed into the skin relieves all soreness, stiffness and



*New type Arch Support with flange for Longitudinal arch support.
This is Dr. Scholl's No. 354.*

is cooling and healing. The Foot Powder completes the treatment. It is antiseptic, invigorating and refreshing. This Foot Powder should be used by everyone every day. The sale of this combination should be pressed with every sale of arch supports. It is a part of the means of relief which you are giving your customer.

One of the notable differences between the First and Second stages of Foot Weakness, is the fact that in the Second stage the foot lengthens under pressure. This is shown by measuring the foot off the floor and then taking the length of the Podo-graph print. This shows plainly the falling of the longitudinal arch.

In at least 65 per cent of the cases of Weak Foot in the Second stage you will find customers readily admit they have a callous along the great toe. This is due to the fact that the weakened foot, unsupported by the arch, slides forward in the shoe. Rubbing against the shoe a callous is formed.

The average housewife takes between 3,000 and 5,000 steps a day. The average business man or woman between 5,000 and 8,000. Take the minimum of 3,000. 1,500 for each foot, with two movements to each step, you find that 3,000 times a day that spot on the great toe passes and re-passes a given spot in the shoe lining. Friction and pressure



Illustration shows new type, thin, flexible, all metal Arch Support with flange and Metatarsal correction. This is Dr. Scholl's No. 351.

continuing day in and day out, week in and week out, month after month, produces a callous which is tell tale evidence of Weak Foot in the Second stage.

Now in dealing with the two feet conditions just mentioned you really have spent but few minutes in getting all your facts together. It has taken but few questions and the measuring of the foot and the taking of Podo-graph prints are merely matters of seconds. And even that little effort is bound to come back to you in many manifold blessings.

It must be remembered that feet in these two stages of weakness are not particularly painful or crippling; they often are merely suffering from annoying exasperating conditions that send their owners shopping in this store and that for shoes that "fit." Invariably these sufferers blame all their foot troubles on their shoes. Right here is the opportunity for the scientific shoe man to stop this vicious circle once and for all. He can do so quickly and simply and win the gratitude of his

customer and make her—if it is a woman—a regular patron of his store if he but pays as much attention to her feet as to the merchandise he is selling her.

In the Third stage of Weak Foot the first noticeable thing is the tipping in of the ankles. This is very apparent with the



A reinforced Longitudinal Support without flange. One of the newest types of supports. This is Dr. Scholl's No. 350.

shoes on. Sufferers usually walk with the feet turned outward, thus carrying the body's weight on the inner longitudinal arch instead of on the astragalus or keybone of the foot. Turn back to the illustration of the skeleton of the foot and get this fixed in your mind. This posture forces the Astragalus to slide inward causing a severe strain on the ligament which holds it to the Scaphoid. Standing in this fashion gives to the inner ankle the appearance of a double joint and forces a strain upon those leg muscles which are obliged to lift the weight of the body at the heel. To overcome the laws of gravity would be to exert a perpendicular pulling power and since that is the function of certain of the calf muscles, a condition that forces them to pull from an angle would of necessity, increase their work and weakens them.

When They Realize Their Feet Are Going Back on Them

The sufferer in this stage of Weak Foot has usually resorted to some home treatment or purchased special shoes, applied

rubber heels, used liniments and other external applications. In other words he knows there is something wrong with his feet. There is considerable pain in all parts of the foot. Invariably there is tenderness or pain at the heel. There likewise is often a painful condition at the great toe. There is pain present upon motion of the foot, swelling about the ankles, aches extending into the calves of the legs, the knee and even up into the thigh. The feet are hot, feverish and often so swollen as to forbid the wearing of shoes. Sometimes there is a stiff clumsiness upon rising in the morning. Then again sufferers will find they get through the day fairly well but at night they are glad to get their shoes off. They get some comfort by elevating their feet. The feet perspire profusely. In nearly every case the third, fourth and fifth toes are contracted and corns form at the top of the joints.

Persons with feet in this condition complain of pains simulating gout, and rheumatism. They take all sorts of "cures" and frequent baths, and bathing resorts. Sometimes the pains become so marked as to extend up into the back and even cause headaches and affect the eye sight, demonstrating the remarkable hook-up of the nervous system of the human body. Frequently we find in this stage a condition known as painful heel. This will be dealt with separately in a later chapter.

Persons with feet such as these usually walk with a slouchy dragging gait. The heels of the shoes are worn down on the inner border of the sole through at the base of the first metatarsal and often the toe end of the shoe is stubbed off. The shanks, of course, are broken down.

In this stage correction is the same as in the two previous conditions, the application of a support to lift up the misplaced and depressed bones back to their normal position.

The appliances fitted, while springy, must be of a substantial character. Particularly useful here is Dr. Scholl's Tri-Spring Arch Support. Dr. Scholl's Tru-Span Arch Support and Dr. Scholl's Newest Improved No. 353, too, may be used in some cases. It affords a little more pressure as the plate is wider and it also is higher at the inner border of the flanges. At no time should the pressure be severe. The arch fitter can

be of the greatest use in bringing the support to the right height for correct and yet comfortable pressure. Customers should return to the store at regular intervals for adjustment. Taking a Pedometer print each time will show the customer how the arch is being gradually brought back to its normal position. It furnishes most convincing evidence.

Sufferers should be impressed with the importance of using Dr. Scholl's "3" Necessities regularly. Tender corns and callouses should be removed through the use of Dr. Scholl's Corn Salve or Callous Salve. This salve is particularly effective when applied in conjunction with Dr. Scholl's Zino-pads of the proper size.

No doubt the reader now wonders what the Fourth stage of Weak Foot is. Here we have the absolute flatfoot. Usually it is acquired through years of long neglect. It is characterized by pains through the foot and leg and an absolute loss of shape or contour. Persons with feet like these break down new shoes in a matter of a few weeks. They walk with a shuffling gait, drag their feet. Sometimes if you attempt to manipulate the foot by grasping the heel with one hand and pressing on the metatarsals severe pain will be experienced.

The feet are cold, often numb, proving that the circulation is impaired. In others there is an excess of perspiration showing how nature vainly labors to restore the broken down foot.

To bring these feet back to their former usefulness sometimes requires time, but when they are restored they reflect on the shoe man credit of the most substantial sort. Dr. Scholl's Tri-Spring Arch Support or Dr. Scholl's Tru-Span Arch Support or Dr. Scholl's New Improved No. 353 should be fitted. Often they have to be almost flattened out in the arch fitter before they can be worn. Adhesions must be broken up before the arch of the foot can resume its normal contour and this is done by massaging with Dr. Scholl's Foot Balm and by gradually raising the arch of the appliance. By all means recommend the use of Dr. Scholl's "3" Necessities as they are indispensable in bringing back the circulation into the broken down foot. In severe pain the customer should remain off

his or her feet and apply hot towels to remove inflammation, then commence use of the Foot Balm.

When the trained shoe student meets feet in such a condition he wonders how they could reach such a state of inefficiency. They are a striking admonition to him, who has the power to do so, to nip these foot troubles before they reach the condition of a wreck.

There are other conditions of flatfoot. One is called the traumatic flatfoot. Traumatic means "caused by an injury." They require the attention of the physician. Another type is the static flatfoot, which is rigid. The foot seems to have grown together into a solid mass. This affliction, usually due to some constitutional disease, is also one for the physician. Another type rather frequently met, is the flexible flatfoot, so named because of its extreme flabbiness. This condition is due to the fact that during infancy or early childhood the ligaments grew faster than the bones, resulting in loose joints. Correction in simple with a Dr. Scholl Support.

Occasionally the shoe man meets a hollow foot, or contracted arch condition, or what technically is known as *pes cavus*. Here instead of the longitudinal arch being normal or depressed, it is arched abnormally high, buckled upwards, one or more of the bones protruding so that the shoe lacings often cause pain or tenderness. Usually these people have a great deal of trouble being fitted. Dr. Scholl's Arch Supports give them much comfort. The support in these cases should be arched very high so that the high part of the arch meets the high arch of the foot. Because so doing distributes the body's weight properly between ball and heel, relief is instant. Hollow foot is usually the result of paralysis—often infantile paralysis—or other diseases which cause muscular contraction. In many of these cases the Anterior Metatarsal styles give most relief.

I want to end this lesson with just this reminder to be sure that you correctly fit the support where you find it is needed—that is see that the leather part should not be beyond the metatarsal bones and the end of the heel part should be flush with the heel of the foot.

REVIEW QUESTIONS FOR LESSON NO. 9

- 1—What is meant by weak or fallen arches?
- 2—What does it mean when a customer asks for “comfort shoes”?
- 3—What is the best means for detecting arch trouble?
- 4—Why is the Podo-graph valuable in explaining foot troubles to a customer?
- 5—How should an arch support be fitted?
- 6—What are the various stages of weak foot?
- 7—What other suggestions, than properly fitted supports, should be given for weak arches?

When You Started This Course You Set a Pace for Yourself. Stick to It. As You Go Along and Apply Your Lessons You Will Find Your Fellow Shoe Men Asking Your Advice, Turning Customers Over to You, the Expert.

LESSON NO. 10

Weakening of the Anterior Metatarsal Arch

What Is Meant By Anterior Metatarsal Arch—What Causes It to Weaken—Why Short Shoes Should Be Avoided—How Heels Contribute to Foot Disorders—Prevalence of the Trouble Among Women—How the Shoe Man Can Detect It—Explanation of the Burning Sensations—Why Corns and Callouses Form—Arch Supports Found Only Successful Method of Relief—Why There Are Different Types of Dr. Scholl Supports—Morton's Toe.

We now come to a most interesting set of foot troubles, which afflict possibly over half of the women who enter your store, and a great many men. They concern the weakening or falling of the Anterior Metatarsal Arch, which you will remember is the one across the ball of the foot.

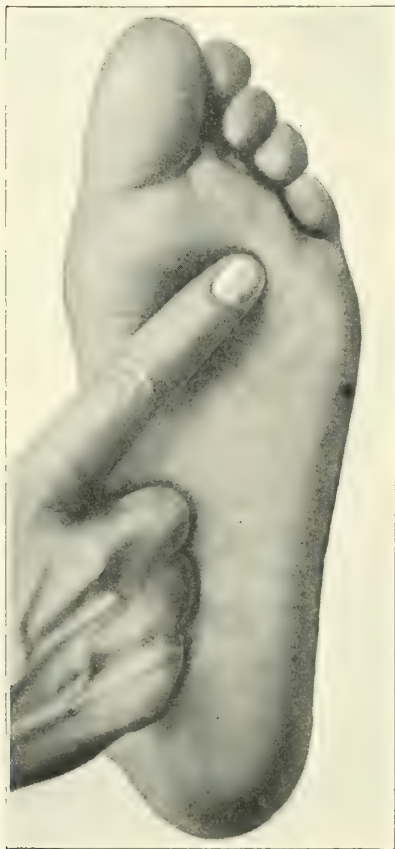
When there is disturbance in this region the sufferer usually is reminded of it very sharply, for the pains frequently are severe. Before going into this, however, let us consider the arch. As said before this arch is composed of a dome-like elevation between the first and fifth metatarsals. If you have a Dr. Scholl Skeleton Foot at hand you will quickly see where it is situated. Nature's purpose in putting an arch at this point of the foot was to furnish protection for the nerves and blood vessels that go to the toes. Also this structure is largely responsible for the spring and elasticity of the foot in walking, running or dancing.

When the ligaments and muscles supporting it become strained or weakened, through one cause or another, this structure falls, just the same as the longitudinal arch. Sometimes only one bone is depressed, sometimes more, other times the whole arch is flattened out. When the latter occurs, the foot widens into what is known as splay or broad foot. There is often burning sensation on the ball and severe pain

through this region. Metatarsalgia is the technical name for this condition. The suffix "algia" means pain, pain in the metatarsal arch.

Metatarsal Weakness Due to Many Causes

Weakness in this arch is brought about by several conditions, the principal among them being shoes that are fitted too



A very well known, copyrighted illustration. Finger points to the location of the most prevalent disturbance in the Anterior Metatarsal Arch. With this arch weakness there is a burning sensation, callouses form, toes feel cramped and contracted, soft corns form between the fourth and fifth or third and fourth toes, the foot spreads over the ball, necessitating wider shoes and forcing new shoes out of shape, and pain occurs through the ball just back of the toes, known as Metatarsalgia, or frequently spoken of as Morton's Toe.

short. In a short shoe the toes are cramped; pressure is exerted on them when the step is made. This pressure is passed back to the metatarsal arch which can pass it no further. Something must give and that is the arch. Having lost its function and being pressed downward, the arch falls, the

ligaments and muscles weaken and the forepart of the foot spreads. Too short hosiery produces the same trouble.

High heels which pitch the body's weight forward also produce metatarsal weakness. Another contributing cause is shoes that are too narrow. A narrow tight shoe holds the foot



A simple test for the shoe salesman in determining the condition of the Anterior Metatarsal Arch. It is very important to make this test before fitting shoes or supports.

in a vice-like grip, interferes with the proper functions and weakens the structure of the foot. The result is that when the shoe is taken off the foot flattens out.

Illness, too, may cause the arch to weaken. A person confined to his bed gets up too soon. When he walks about with his weak muscles down goes the foot.

Another cause is occupation. Barbers, dentists, clerks in stores, women operating sewing machines in factories—persons who stand a great deal in certain positions or exert undue pressure on the forepart of the foot, often develop metatarsal weakness. Then there is the “golfer’s foot,” also found to be a weakness caused by strain of the anterior metatarsal arch. Motorists who do much driving also develop weakness of the anterior arch.

Maternity is another cause. Among women, fully 60 per cent of anterior arch weakness, with longitudinal arch strain, is due to this cause.

How the Shoe Man Can Detect This Trouble

How is the shoe man to detect this trouble? It is very



Illustration at the left shows cross-section of the normal Anterior Metatarsal Arch. At the right is shown a dropping and spreading of the Metatarsals.

simple. By pressing on the ball of the foot, you will feel that the bones are depressed. Usually your customer will give a jump, as pain frequently is elicited. Very often there is a cramp-like pain in the forward part of the foot. The sufferers are glad to get their shoes off and rub their feet. Then again there is swelling, tenderness under the ball of the foot.

The pains are easily explained. When the dome-like structure of the arch falls it presses against the nerves beneath. Just as your finger would hurt if you squeezed it in the jamb of a door, so do the nerves send out a cry for relief from the pressure of the metatarsal bones.

Many times customers suffering from this form of foot trouble will tell you their insoles burn their feet. This is due

to the fact that the pressure of the bones has lessened the artery space through which the blood must pass. Forced by heart action, the blood spurts through the diminished vessel. In so doing heat is produced. Hence the burning sensation.



Typical case of weakness in the Anterior Metatarsal Arch. Note the callosities, contraction of the toes, and slight enlargement at the great and little toe joints.

This shadowgraph picture shows how the Anterior Metatarsal Arch Support distributes the weight and restores the Anterior Metatarsal Arch by lifting and holding up the structures of this important arch.



Often these people, too, will tell you their feet become red on the ball of the foot.

As in the weakness of longitudinal arch corns and callosities are present. Under the ball of the foot they are apt to be well formed. Often they are extremely tender and painful. Ninety-five per cent of the soft corns between the toes can be traced to metatarsal weakness. They are produced by the rubbing together of the bones.

Metatarsalgia, Cramps in Fore Part of Foot, Morton's Toe

There is an aggravated form of anterior metatarsal weakness which is localized through the ball of the foot, sometimes between the Third and Fourth or Fourth and Fifth Metatarsal head. This consists of sudden, cramp-like pains, often excruciating in degree and is known as Morton's Toe, being named after Dr. Morton of Philadelphia who first brought this condition to medical attention. Morton's Toe is purely

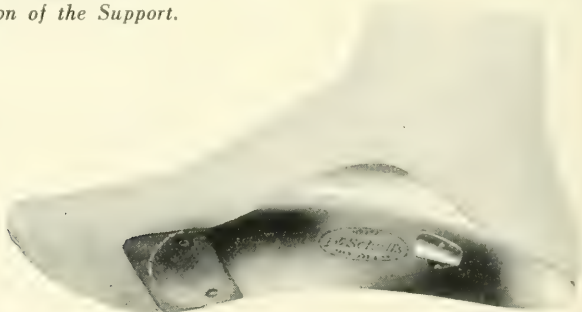
local, while other metatarsal trouble is general. Specially shaped metatarsal supports must be fitted for this trouble.

As in the fitting of supports for fallen longitudinal arches, the purpose of fittings for metatarsal trouble is just the same—restoration of the tripodal points of the foot, raising the depressed or dropped and twisted metatarsal heads to true alignment. I have seen shoe men, when their customers complained of pain in the forward part of the foot, hollow out a space in the sole at the ball, hoping thus to ease the condition. That, of course, was exactly wrong, simply encouraging the bones to drop further, to more impinge the nerves and cause still greater pain.



How the Anterior Metatarsal Arch Support should be fitted to the foot. A shoe salesman should never remove the stocking, but this illustration is intended to show the correct position of the Support.

In fitting shoes, let me repeat, be sure to see that there is sufficient length between the heel and the ball, and also ample toe room. See that your customer



Where the Longitudinal arch is weak, it is frequently necessary to supply an Arch Support having a flange and heel bridge in addition to the Anterior Metatarsal correction. This is a new type, thin, light, all-metal Support known as Dr. Scholl's No. 352.

wears stockings of sufficient length. Many cases of foot trouble can be traced to wearing of short stockings. Make it a point to sell a Home Treatment Set with the supports and urge the customer to use it daily and then report to you from time to time, as a slight correction in the support may be necessary.

Supports Afford Best Means of Relief

In Metatarsalgia there is but one successful method of giving relief. After finding the shoe of proper length and width the use of Dr. Scholl's Anterior Metatarsal Arch supports is indicated in all cases. These supports raise the fallen arch to its proper position, release the pressure on the impinged nerves and blood vessels and relief from pain is immediate.

These supports are made in different designs. Each one fills a definite purpose. No. 1 type is used where there also is weakness in the longitudinal arch, which often is the case. It has a supporting flange just for that purpose in addition to a fan like formation at its head to uplift the metatarsals.

Where only the metatarsal region is depressed, Support type No. 2 is used. This has no flange.

When pain occurs in the region of the third and fourth metatarsal heads Support No. 3 is indicated. This support has a flange and is cut away under the great toe joint so that the elevation will extend further under the heads of the metatarsals. No. 4 type is for mild cases. It supports only the metatarsal heads and is used in pumps, dancing slippers, etc.

No. 5 type is the same as No. 3 except that it has no flange. It is used where no support to the longitudinal arch is needed. These same model shapes are made in Dr. Scholl's New Improved styles No. 21, 22, 24, 64, 65, 322, 325, 347, 349, 351, 352, 353 and 372.

REVIEW QUESTIONS FOR LESSON NO. 10

- 1—What produces weakness of the Anterior Metatarsal Arch?
- 2—Why is this trouble often so very painful?
- 3—Why should short shoes be avoided?
- 4—How can the shoe man detect Metatarsal trouble?
- 5—What is Morton's Toe?
- 6—Why does the arch support offer the best form of relief?

Thinking Correct Shoe Fitting and Doing Correct Shoe Fitting Are Different Things. One is a Thought and the Other a Deed. One Is as Important as the Other. Both Will Be Highly Useful to You When You Greet Your First Customer Tomorrow.

LESSON NO. 11

Bunion, Hallux Valgus and Hammer Toe

*The Difference Between Bunion and Hallux Valgus
How the Untrained Man Finds Great Difficulty in
Fitting Sufferers—Short Shoes, Tight Shoes, the
Usual Cause—Fitting the Right Hosiery and Foot-
wear the First Requisite for Relief, Reducing the
Inflamed Joint and Straightening Out the Deformed
Toe—Necessity of Looking for Arch Weakness in
These Conditions—Where the Trouble Is of Long
Standing—What Is Meant by Hammer Toe and
How It Is Corrected—Overlapping Toes.*

What shoe man is there who cannot recall many instances where the ready sale of footwear has not been obstructed by the presence of a bunion. Bunion feet, admittedly, are hard to fit. Often they present to the untrained shoe salesman a problem that utterly bewilders him. Yet, just a little thought on the subject dissipates what many call the bane of the shoe fitting profession.

Untrained shoe men term any prominence on the great toe a bunion. This is not correct, though for practical purposes it makes little difference. Strictly speaking, a bunion is an inflammation at the great toe joint. When the protuberance is caused by the forcing outward of the bones of the metatarsophalangeal joint—the one between the first proximal phalanx and the first metatarsal—we have what is known as Hallux Valgus. (Turn back to the drawing of the foot skeleton.) Hallux Valgus may be hereditary or may be due to the same causes that bring about bunions. Both usually are formed gradually, and as the result of wearing shoes that are too tight or too short. Some years ago shoe men saw bunion feet by the dozens. Why? Because pointed, razor-toed shoes were the vogue.

When the shoe is too short, the great toe being the longest is the first to suffer. Like in metatarsal trouble, there is pressure before and behind. Here the "give" is in the joint. The metatarsal phalangeal joint bulges out, forming the deformity which so often is seen in the shoe store. It may consist first of a painful swelling then inflammation sets in and the joint becomes very painful and enlarged. This effects the synovial membrane and the joint itself. If nothing is done to



A case of Hallux Valgus, or enlarged joint, with great toes forced downward. There is weakness in the longitudinal arch.

remove the cause of the bunion, the joint is thrown out of line and the great toe is pushed over or under the other toes and a condition known as hallux valgus develops. When the shoe is too narrow the great toe will often overlap the second and produce the same result.

Bunion Feet Are Easily Recognized

Every shoe man has heard and seen enough of bunions to easily recognize them. Too, he has heard their sufferers bitterly complain of them. Bunions and hallux valgus al-

ways are painful. Swelling is common. The joint is exceedingly tender, due to the shoe pressure.

The shoe man's first duty is to relieve the pain. Before he does anything else he should fit his customer with a broad toed shoe. The reason is, of course, obvious. He should also impress upon him the necessity for wearing large, easy socks or stockings.

How a Shoe Man Can Give Relief

Then to bring the great toe back into a straight line with the other toes, he should recommend Dr. Scholl's Toe-Flex. This little rubber post, placed between the great toe and the one next, is so shaped as to gently press the bent toe back. To protect the tender joint from the shoe Dr. Scholl's Bunion Reducer should be advised. This is a rubber shield which when worn next to the skin, relieves the shoe pressure, prevents painful friction, and as it shuts out the air, retains the natural warmth and moisture of the foot. This reduces quickly the inflamed tissue through absorption. Both of these can be worn in the shoe. Where feet are hot and moist Dr. Scholl's Leather Bunion Protector can be worn. The latter fills out the hollow places in the shoe before and behind the deformity and thus conceals it. This is a point about these devices to remember, for it is one that commends itself to bunion sufferers who often are most sensitive about the appearance of their feet.

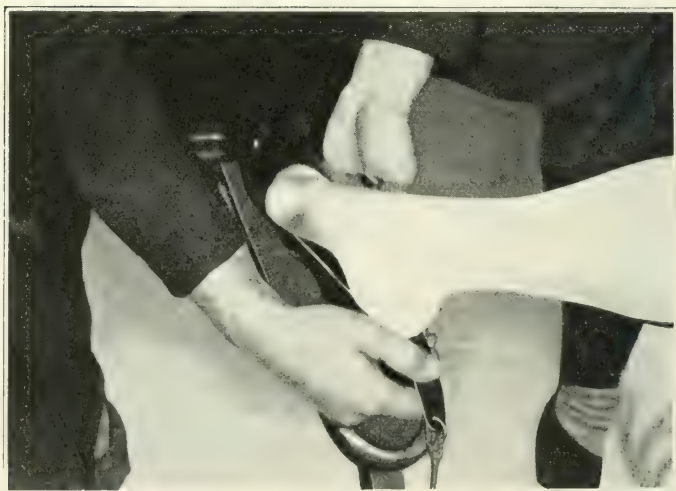


Hallux Valgus with underlapping great toe, and resulting in enlargement of the (bunion) joint.

In relieving bunions always look for arch weaknesses, for



The expert shoe fitter quickly recognizes enlarged, troublesome bunion joints and is careful to handle the foot gently while measuring it for the shoe. During this measuring operation he invariably opens up conversation with the customer so that the proper shoe, most favorably suited for the condition, is displayed.



Enlarged joints, Hallux Valgus, bunions, crooked great toes, cause much trouble to the shoe fitter. An expert salesman will quickly recognize these conditions and will recommend appliances and protectors to remove shoe pressure, keep new shoes in shape, and that will correctly straighten the crooked, overlapping or underlapping great toe.

BUNIONS, HALLUX VALGUS, HAMMER TOE

often they accompany and usually are the result of these troubles. For with the giving away of the arches, the foot elongates in the shoe. Pressure along the great toe always occurs and the result is a bunion. Usually a Dr. Scholl Arch Support can be fitted to great advantage.

Many bunions of long standing, stubbornly resist remedial agents. In all cases where there is any deviation of the great toes, bent to the outside or under or over the other toes, Dr. Scholl's Bunion Spring should be recommended. This is worn at night and, as will be seen in the illustration, it acts as a lever to pull the great toe back into proper place. Thousands of pairs are sold annually with complete satisfaction.

One of the greatest obstacles in selling shoes to enlarged joint customers is the misshaping of the shoe a short time after it has been worn. This can be prevented by using the correct appliance.

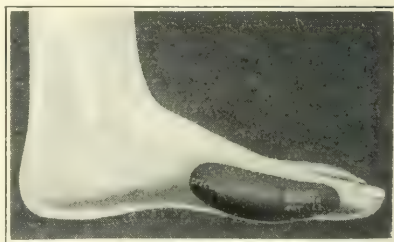


Illustrates Dr. Scholl's Leather Bunion Protector, which is constructed of the finest quality, specially tanned leather, padded with wool felt to remove pressure from the enlarged or tender joint and to fill in the space around it to prevent shoe from being misshaped.

Sometimes people will come with bunions so painful they can hardly bear any pressure whatever. Here Dr. Scholl's

Bunion Lotion should be recommended. This medicament quickly reduces the inflammation. In all painful cases it is absolutely necessary to fit customer with an extremely easy fitting shoe or cut an opening in old shoes until inflammation subsides. In ordinary sensitive joints Dr. Scholl's Zino-pads will remove the shoe pressure and give relief to the sufferer. Dr. Scholl's Arch Supports can be worn in the shoe to remove weight and pressure from the painful great toe. A support fitted well up into the arch distributes the weight and makes walking comfortable to anyone having tender or swollen great toe joints, bunions, injury, or any rheumatic or gouty mani-

Rubber molded Bunion Reducer, made in various sizes, to snugly fit over and around the joint, removing pressure of the shoe and, by retaining natural heat and moisture, reduces thickened tissues and enlarged or tender joint. Is worn under the stocking, invisibly.



Toe-Flex, worn between the great and second toes, which exerts a slight inward pressure to the toe and assists in flexing it in its normal alignment.

Properly fitted arch supports will distribute the weight of the body and remove pressure from the great toe joint.



festations in the joint. Many working people who have been compelled to give up their occupation on account of enlarged great toe joints have been restored to useful efficiency through



Improved Bunion Spring that acts as a lever in straightening the crooked, overlapping great toe. Is worn at night, and the toe should be stretched, manipulated and massaged night and morning to remove any stiffness.

the wearing of Arch Supports in their shoes to relieve the weight and pressure on the great toe joint.

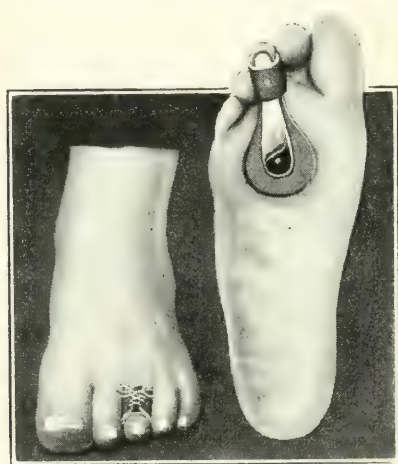
Hammer Toe Due to the Same Causes

Another condition of the forepart of the foot that worries the untrained shoe man in his fitting and causes the customer any amount of pain and annoyance is Hammer Toe. Hammer Toe is a contraction of one of the toes, usually the second or the third, the toe crooking up in the position of your finger when it is bent. It is caused by contraction of the tendon, sometimes the controlling muscles are involved, and is principally the result of wearing narrow or short shoes. Dr. Scholl's Ham-



Dr. Scholl's Hammer Toe Spring Style A.

mer Toe Spring is very effective in correcting this condition. This appliance, as will be seen by the illustration, is made in two styles. Style A consists of a spring that extends underneath the toe, reaching the waist of the foot with a strap to buckle and hold it in place. At the toe end a special adjustable strap and pad are used to cause straightening pressure on the toe. Style B is used for mild cases. As it takes up little room it can be worn in the shoe as well as used as a corrective at night.



*Dr. Scholl's Hammer Toe Spring
Style B*

Overlapping toes are another condition that results from tight or short shoes. Sometimes they are hereditary. Usually a Dr. Scholl Toe Right, an upright rubber cylinder, placed between the toes will straighten the recalcitrant member out.

Customers are seldom impressed by a salesman's discourse on foot anatomy. A simple demonstration with a skeleton foot takes far less time and it is always effective.

REVIEW QUESTIONS FOR LESSON NO. 11

- 1—What is the difference between Bunion and Hallux Valgus?
- 2—What are the principal causes of these foot troubles?
- 3—How can they be relieved?
- 4—How can bunions be concealed?
- 5—What appliance should be worn at night?
- 6—Why is the proper fitting of hosiery important?
- 7—Why is the arch support so useful in giving comfort?
- 8—What is the cause of overlapping toes?
- 9—How can they best be relieved?

LESSON NO. 12

Painful Heel

A Common Condition Which Often Is Mistaken for Rheumatism—Relief Usually Effected by the Use of Arch Support, Which Takes Away Pressure From Tender Area—Heel Cushion Employed With Success in Mild Cases.

Undoubtedly you have had customers come and complain of painful heels. Unless you have had some particular training you hardly knew what to do for them. Many shoe men indeed confess they are stumped when they meet such conditions. Yet painful heel is no complicated disturbance and usually it is one well within the province of the shoe man to relieve or correct.

It is painful even to the extreme, often crippling the sufferer. But the providing of relief is really a very simple matter. Aside from arthritis, neuritis, gonorrheal rheumatism and other systemic diseases, which constitute only about five per cent of the causes of painful heel, this trouble is the result of certain habits of walking or standing. Motormen, conductors, barbers, dentists, cooks, waiters—persons who are on their feet much of the time—are the most frequent sufferers. In fact it is often known as policeman's heel.

Frequently the afflicted will treat for months, trying all sorts of remedies, baths, massage, etc., consulting even specialists. Suddenly they tell their troubles to a shoe man, or rather a trained shoe man. Usually when he applies a simple mechanical correction in the shape of an arch support the results are startling, often amazing. The sufferer quickly discards crutches, canes, special shoes, etc., and as a rule never

seems to tire of telling of the relief he found and how he stumbled upon it in a shoe store.

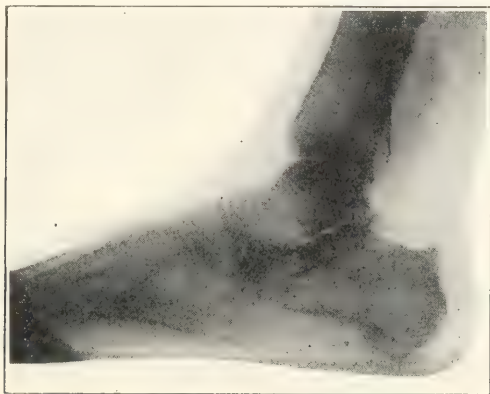
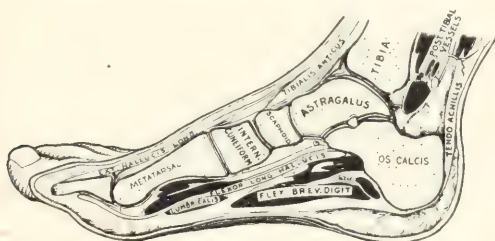


Illustration of X-ray showing bony spur on the Os Calsis or heel bone, one of the causes of severe pain in and around the heel.

Recently an Indiana shoe man wrote me his experience with painful heels, which I am passing on to you. One Saturday this man had a customer come in on crutches for a pair



Diagrammatic reproduction of cross section of foot, showing Os Calsis or heel bone, fatty tissue or padding around heel and Plantar Fascia attachments to the heel bone. Also note the important Tendo Achilles and its attachment to the Os Calsis.

of shoes. He said he was a cabinet maker. A few months before his heels began to ache. He tried to keep on working with the aid of a cane. Then his wife had to take him to the shop in an automobile. His condition became worse and he had to give up work.

The shoe man suggested a Dr. Scholl support. The man was skeptical, but said he would try them over Sunday. The shoe man arched the supports very high and did not see his customer again until Tuesday. Then the man said he had asked his doctor about the supports. The physician told him there was no harm in trying anything for what he said was



Illustration showing method for relieving painful heel from any cause whatsoever. The Support is carefully fitted to the contour of the arch; then the heel part is adjusted away from the heel so that all pressure around the painful area is removed.

rheumatism. In two weeks the man discarded his crutches and the third he threw away his cane. The last time he came in he brought his physician, who was much interested in him. The merchant wrote that the doctor had become a splendid booster for his store. A little later a surgeon who had heard about this affair sent a woman into the store. She, too, had painful heels, had had an operation on them without relief. After fitting her up with supports she, too, had no more trouble. Within a few weeks this woman sent in five persons for fittings!

Painful heel often is caused by a strain on the plantar ligaments and fascia on the sole of the foot, where it is connected to the os calcis or heel bone.

Another case is exostosis—a bony growth on the heel bone, often called a spur, producing pressure into the soft tissues. Inflammation of the Achilles tendon, where it is attached to the heel bone, may cause the trouble. Then it is called Tendo Synovitis. Or it may be due to an inflammation of the bursa, or oil sack at the heel bone. Where the pain is caused by systemic diseases, of course, customers should be referred to the physicians. Otherwise relief is mechanical. Usually the result of pressure, pain disappears when pressure is removed.

Relief is found in the fitting of Dr. Scholl's Arch Supports, arched quite high beneath the astragalus and posterior region to remove the pressure from the painful area. Even when there are spurs or bony growths, nature heals and relieves in the same way when the pressure is removed by the support.

Many times physicians do not know where to send patients who need expert fittings. Cultivating the physician is good business.

Weak Turning Ankles

In previous chapters, particularly those dealing with arch weakness, I have mentioned weak, turning ankles. They being usually the result of the aforesaid condition, relief is brought about with the proper support.

However, the shoe man finds many feet with fairly good arches, yet their owners wear off their heels on the outer border. Women, particularly those wearing high, narrow heels, have this footwear trouble. Here the proposition is simply one to equalize the body weight. This is done by advising the use of Dr. Scholl's Improved Walk-Strate Heel Pads.

Being wedge-shaped, these pads throw the weight to the opposite side of worn-down edge of the heel. They correct the trouble at once.

Shoe men often hear customers, particularly the young and athletically inclined, complain of weak ankles, while skating or playing basket ball and other games. This is due to the fact that they are exerting muscles that have been more or

less dormant during other parts of the year. These people find Dr. Scholl's Ankle Supporters give them just the support they need. They are made with adjustable stays to fit any

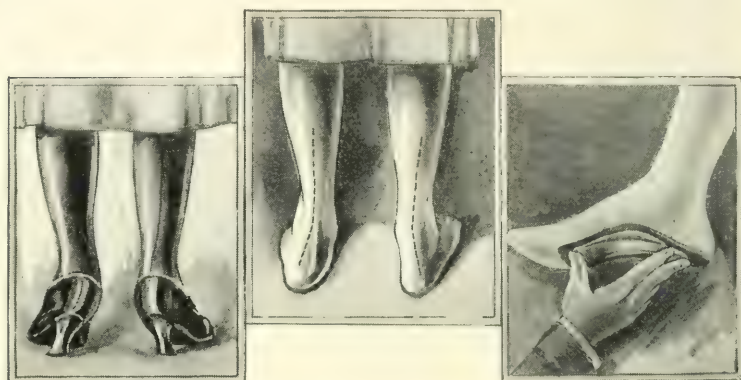


Illustration at the left shows a typical case of weak and turning ankles caused by weak arches. Middle illustration shows same subject barefooted, while the dotted lines indicate the amount of tipping or rolling inward. Illustration at the right shows the method of relieving this condition. Arch Supports properly fitted and placed in the shoe will comfortably support the arch and ankle in true alignment.

condition. They can be worn over the hosiery with the shoe on. Athletes have used them for years.

Often people who have suffered sprained or strained ankles will seek assistance in the shoe store. Dr. Scholl's Elastic Anklets and Stockings are particularly valuable for these

conditions. They are woven to the shape of the instep and ankle to furnish support to the under arch as well as side support to the ankles. Persons suffering with varicose veins, or en-



New thin arch support inside of shoe gives stability to ankle and arch where high heels are worn.

larged veins, find they have given them much relief. Too, they often are sold as ankle reducers, being worn at night.



Walk-Strate Pads when placed in the shoe assist in properly aligning the weight-bearing point of the heel and prevent the heel from turning outward. The wedge-shaped pad is placed in the shoe so that the thick edge of the wedge is placed opposite the side of the heel worn down.

Sometimes the mere display of these items in the store window will sell them. The reason, of course, is people do not know where to find them.

REVIEW QUESTIONS FOR LESSON NO. 12

- 1—What are the causes of painful heel?
- 2—Why is painful heel often mistaken for rheumatism?
- 3—Why does the arch support give comfort and relief?
- 4—How should the support be fitted?
- 5—When is the heel cushion indicated?
- 6—What are the causes of weak, turning ankles?
- 7—Why does an arch support correct and relieve?
- 8—When are ankle supporters used?

LESSON NO. 13

Corns and Callouses

Corns and Callouses Not Growths. But Effects of Pressure and Friction—How They Are Caused by Foot Weakness and Misfitted Shoes—What Happens When a Hard Corn Forms—Why Most Soft Corns Appear Between the Fourth and Fifth Toes—Permanent Relief Lies in Properly Fitted Shoes and Correction of Foot Weakness—Where Zino-pads and Other Remedies Are Used With Excellent Results.

Recently I was in a Chicago shoe store when an intelligent looking man came in and said to the first shoe salesman he met: "Why (pointing to the broadtoed shoe he was wearing) is it I suffer from corns? I wear broad toed shoes and I try to take care of my feet?"

The shoe man immediately told him why. He had weak arches. He could see that from his shoes. In a short time he had taken a Podo-graph print of his feet and showed the customer black and white evidence that his feet were weak and fitted him with supports. In a short time the corns disappeared.

Corns will not form on the normal foot fitted correctly in the proper shoe. But if the foot is not normal, if it has weakness in one of its arches, corns will form regardless of the shoe. For, when the foot is weakened, it spreads or elongates every time a step is taken. Result: there is friction and pressure, and friction and pressure are what cause corns. Corns and callouses are not growths, as some people believe; they merely are effects of friction and pressure. Thus even on a perfect foot they are likely to form when an ill fitting shoe is worn.

Broadly speaking there are two kinds of corns, hard and

soft. The hard corn usually is found on the tops of the second, third or fourth toes, and soft corns between the toes.

To properly understand how a hard corn forms we must know something about the skin. The skin has three layers. The outer layer is constantly being renewed. Under the mi-

Typical case of hard corns on the toes. Corns first form by small red spots. The inflamed area gradually increases until a callosity forms by layers of dead tissue. Gradually it becomes conical in shape and causes pressure on the nerve branches, producing often excruciating pain.



croscope it looks like the scales of the fish. When it is subjected to friction or pressure it grows hard. If pressure is confined to a particular spot, the little cells of which it is composed, form into a small nugget. If the pressure is continued the nugget grows. Not being able to grow outward because of the shoe pressing upon it, it grows inward or down into the lower layers of the skin.

This causes it to form into the conical shape you notice in a removed hard corn. This accumulation presses deeper and deeper until it comes in contact with the nerves beneath. Then there is, of course, pain.

The soft corn, or the one found between the toes, usually the fourth and fifth, in many cases is caused by the weakening of the anterior metatarsal arch. When this arch weakens or falls, and the heads of the metatarsal bones drop down, then the fourth toe bone, instead of the fifth, becomes the second pillar of the three bearing points of the foot. Fix this clearly in your mind by studying the Dr. Scholl Skeleton Foot or referring back to the lesson on the three bearing points. This produces an internal friction as the heads of these bones move back and forth at every step. They inter-

fere with circulation and cause a little blister. With continued friction the blister grows. Perspiration, moisture, softens the blister and turns the forming callous white. It is almost impossible to correct a soft corn without raising the head of the fourth toe into its normal position.

It should be remembered that never under any conditions should the shoe fitter remove the hosiery of a customer. That

Illustration shows callous on the sole of the foot. Callouses are usually caused by undue pressure and friction, a rough spot on the inner sole of the shoe, a dropped Metatarsal or a weakened Anterior Metatarsal arch.



is entirely out of his province in giving foot comfort. Too, he should distinctly warn his patrons against paring corns, tell them of the danger of infection. The only persons in whose hands the knife is safe is the chiropodist or physician. The shoe man is neither. His duty is to give foot comfort, using only mechanical or remedial means. Where he meets conditions that call for medical attention he should unhesitatingly recommend that attention. His customers will thank him for it.

If he has corrected the cause of corns by fitting the proper shoes and supports where they are indicated he can hasten relief by selling the proper Dr. Scholl Corn Remedy. By far the most popular one on the market today is Dr. Scholl's Zino-pads. These pads bring instant relief as they remove all

painful pressure. Their medicated surface heals and soothes and as they are adhesive, Zino-pads can be applied readily by the customer on any spot. Zino-pads are made in three shapes for corns, callouses and bunions. Where the hard corn is of long standing much quicker results are obtained through advising the application of Dr. Scholl's Corn Salve. The ideal way for the customer to use it is to cover the salve with a Dr. Scholl Zino-pad. Women like this method particularly, as they can use the salve in the day time and can wear their best shoes or hosiery without the risk of having the salve soil them.

For soft corns Dr. Scholl's Soft Corn Treatment should be recommended. The remedy and pads work almost immediately and the corn usually can be removed in two to four applications. The soft corn usually is very tender. So any medication put on it must not irritate or corrode. Dr. Scholl's Soft Corn Treatment is ideal in these conditions. Nor does it injure the surrounding healthy tissue.

Many shoe men recommend Dr. Scholl's Zino-pads for soft corns. By having the customer put a pad over the offending corn and another on the toe that presses against, they find their patrons have secured excellent results. This keeps the corn dry and at the same time removes the pressure.

Much that I have said about corns can be applied to callouses. If your customers complain of painful spots on the ball of the feet you immediately know there is metatarsal weakness. To relieve, the use of Dr. Scholl's Callous Salve is indicated. This salve, when covered with a Dr. Scholl Zino-pad, callous size, will loosen the callous in a few days, so that it will fall off. The callous, however, like the corn, will return, unless the foot weakness is corrected with supports or proper footwear.

This subject of corns and callouses is important. Always remember they indicate foot weakness or misfitted footwear. The thing to do is to correct the foot weakness, fit the right shoe and then advise the right corn or callous remedy. If you do this you will make many friends and increase your sales.

Every customer with corns is a prospect for Dr. Scholl's aids for the feet. Experience has proved that a large percentage require arch supports. Always seat the customer, learn where the corn is located so that you can suggest the right Scholl remedy and then look for arch weakness and apply the correct appliance.

REVIEW QUESTIONS FOR LESSON NO. 13

- 1—What are corns and callouses?
- 2—What is their relation to foot weaknesses?
- 3—What happens when a hard corn forms?
- 4—Where are soft corns formed?
- 5—When and what remedies are used with excellent results?
- 6—How can they be permanently eradicated?

You are always in competition. You are in a race for success. If you would win you must make a special effort. When the other fellow is more capable, he goes ahead. When you are more efficient, you go ahead.

LESSON NO. 14

Perspiration of the Feet

How Perspiration Ruins Shoes—How the Merchant Is Usually Blamed for This Condition—How He Can Prevent It and Do His Customers a Good Turn—The Scientific Explanation of Perspiration—The Little Mouths of the Human Skin—The Three Different Layers of the Skin—What Happens When the Pores of the Skin Are Closed—Bromidrosis, Another Annoying Skin Trouble and How the Shoe Man Can Relieve It.

Good salesmanship in the shoe store, I believe, consists not only in disposing of the merchandise on the shelf, making the customer want to come back for shoes, but also in intelligently handling people whose feet, not their shoes, are the cause of their coming back with kicks.

In this lesson let us suppose Mr. Smith, a merchant, has opened his store for business, when in walks Mrs. Jones. Her demeanor tells Mr. Smith she has something on her mind.

"Mr. Smith!" she snaps out sharply, as she pulls a pair of shoes from a bundle under her arm, "Look at these shoes. I bought them here only a few weeks ago."

Mr. Smith, while Mrs. Jones proceeds to tell him that she certainly did not expect such service from a store with such a fine reputation as Smith's, silently looks at the shoe.

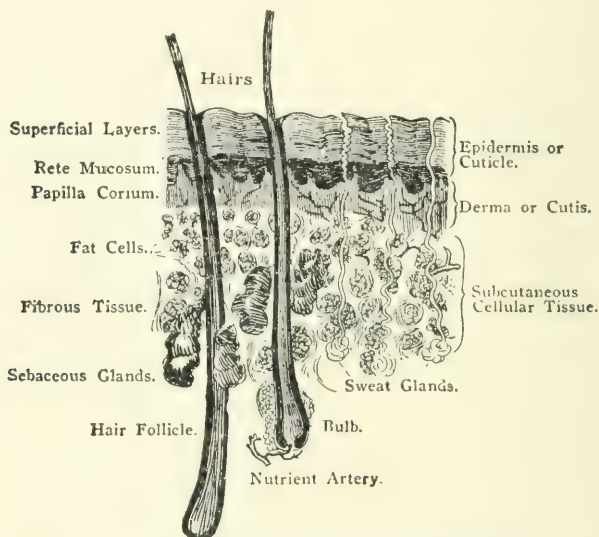
This is what he finds: The insole is black, it's hard, shiny, brittle. It looks as if it had been in a fire. Across the ball he finds a crack. Mrs. Jones says this is tearing her silk stocking. The other shoe is the same. Besides, these shoes make her feet perspire. The lining is discolored. Mr. Smith sees it is rotting.

It is then he speaks up. Was this the only pair of shoes that had acted that way? No, the woman admits. She does recall that other shoes have behaved much the same. Sometimes they were inexpensive slippers and often high grade boots.

Through his sympathetic interest in Mrs. Jones' shoe trou-

ble and his skillful, diplomatic questioning, he soon has Mrs. Jones admitting the trouble might be with her feet and not her shoes.

Every merchant and shoe salesman has had a similar experience. Therefore I propose, in this chapter, to show how the shoe man can combat one of the nightmares of the shoe business—the return of goods ruined by perspiring feet.



Cross Section of the Skin (greatly magnified)

Let us study perspiration, or perhaps let us study the skin. Because the skin is so active in throwing off refuse matter from the body it has often been described as the third lung. An average healthy adult, clothed, will perspire to the extent of from two to three quarts a day. Think of it!

If you look at the illustration, which perhaps resembles a cross section diagram of a coal mine, you will find the skin has two layers. First there is the epidermis or cuticle. This is constantly being changed, coming off in form of dandruff or scales. The tearing down and replenishing of this layer or coat is very rapid. This explains why stains from ink, iodine, etc., on the hands so quickly disappears. Right below the epidermis is the derma, cutis or true skin. This is tough,

flexible, highly elastic for the purpose of protecting the parts beneath from violence. It consists of fibrous connective tissues with a large mixture of elastic fibres, blood vessels and nerves. Below this covering is found fat cells and more fibrous tissue.

Millions of Sweat Glands in the Feet

Through the skin pass two kinds of glands, the sebaceous, which secrete an oil to keep the skin soft and to nourish the hair, and the sudoriferous or sweat glands. The sebaceous, or oil glands, it is important to note, are not found at all on the soles of the feet or the palms of the hands.

But with the sweat glands it is very different. In the human body there are about two and a half millions of them. In a western college, to make this number impressive, a physiology professor used to tell his students that end to end they would cover thirty miles.

In the distribution of these glands Nature proceeds in a very interesting way. The following scale shows the number per square inch in different portions of the skin:

Forehead	1,258
Neck	1,303
Cheeks	548
Back	417
Thigh	566
Sole of foot.....	2,685

So when we mop our perspiring brows, during the "dog days," it might be consoling to know our forehead has only half as many mouths pouring out perspiration as the soles of our feet.

Obviously when old Sol beams out in full glory, shooting out heat rays that raise the temperature around the century mark and Nature pours out perspiration to neutralize the effects of the torrid atmosphere, what happens to the feet is easy to see. Encased in shoes and stockings which civilization and fashion insist we must wear, there is no chance for Nature. The perspiration, unless the feet are bathed often and correctly, goes through the stocking into the shoe and

soon the wet condition raises havoc with the lining, the insole rots the uppers and ruins the shoe.

What Happens When the Pores of the Skin Are Closed

But can Mr. Smith tell Mrs. Jones to bathe her feet oftener? Not very well, if he wants to sell her more shoes. Then, too, ordinary bathing wouldn't solve her trouble. But he can explain how modern science has solved the difficulties that so many people have with their feet and how the use of Dr. Scholl's "3" Necessities has proven a boon to millions of foot sufferers. He could tell her that hyperhidrosis—he could use the technical name for excessive perspiration without in the least offending her—is easily remedied.

When he tells her how research has proven that the ordinary bath is not sufficient for good, sound, healthy feet, she will be interested to know just how, for instance, Dr. Scholl's Foot Soap, being granular in form, gets right down into the pores, something that cake soap cannot do, and how rubbing in Dr. Scholl's Foot Balm into the foot, further carries out the cleansing process, soothing the feet with its cooling, healing, analgesic qualities; and how the use of the Foot Powder completes the treatment, leaving the feet entirely refreshed.

The shoe man here has a splendid opportunity not only to save himself any number of costly adjustments, and make extra sales, but better still, make staunch friends for his store. The hygiene of the skin is very important. The skin actually takes in oxygen and gives off carbon dioxide just the same as the lungs. When the little mouths, or sweat glands, get clogged there is trouble.

How necessary it is that the sweat glands be kept clean and open is illustrated by the following incident: Some years ago during a festival in Rome a little child's body was covered with gold leaf to represent the golden glory of an angel.

Death followed in a few hours, due to closing up of the pores of the skin. The child died of suffocation. If a pungent oil such as peppermint is put on the foot and a violet ray turned upon it, the oil can be tasted in a few minutes.

But it isn't only the sufferers from hyperhidrosis that finds the "3" Necessities so helpful. Persons whose feet are in a

perfectly healthy condition use this treatment, because they find its continued application necessary to good hygiene. Sometimes when fitting supports, the expert fitter will find excessive perspiration. It is simply Nature trying to overcome the weakness caused by foot strain.

Bromidrosis a Most Offensive Skin Trouble

Another condition of the skin of the foot which causes the shoe man as much annoyance as the sufferer, is bromidrosis. The feet have a most offensive odor and if the shoe man ever gets a person to talk about his trouble he will declare he has tried everything for them, but with little permanent result.

Bromidrosis is very common. It is really a functional disease of the sweat glands, due to bacterial growths. There usually is a normal secretion or perspiration, but it is of a most unhealthy quality.

To persons of refinement, bromidrosis is a particularly repugnant disturbance. It's distressing, annoying, embarrassing, humiliating. Many people actually dread buying shoes or going anywhere where it is necessary to remove them. Without mentioning the matter of offensive odor the shoe man has it in his power to absolutely relieve his customer of bromidrosis.

The first step is, of course, to advise cleanliness through the use of Dr. Scholl's Foot Soap. This new improved formula contains active formaldehyde and other medication that aids the pores in throwing off waste materials. Then the application of Dr. Scholl's Bromidrosis Powder should be urged. Some cases are very stubborn, but this latter preparation has never been known to fail.

Before it was ever given to the shoe trade it was thoroughly tested in hundreds of private and clinic cases. The result was a complete success. It promptly disposes of the troublesome bacteria and after a few applications leaves the feet in a wholesome, healthy condition, with no odor whatever, and its effects are lasting.

Dr. Scholl's "3" Necessities and Dr. Scholl's Bromidrosis Powder are two wonderful remedies and every person who

enters the shoe store is as much a prospect for the sale of one of them as he or she is for the sale of a pair of shoes. They perform a valiant service for the merchant in helping him reduce his returns, yield a good profit, and are easily sold.

REVIEW QUESTIONS FOR LESSON NO. 14

- 1—How does perspiration ruin shoes?
- 2—How can the merchant show his customer how to stop the condition?
- 3—What is the scientific explanation of perspiration?
- 4—Where are the greatest number of sweat glands found?
- 5—What happens when the pores are closed?
- 6—What is the name for odorous perspiration?
- 7—What particular remedy is used in this condition?

LESSON NO. 15

Chilblains, Foot Strains, Etc.

Chilblains Result of Poor Circulation—Sufferers Should Wear Warm Hosiery and Apply Chilblain Lotion—Bathing and Massaging Feet Extremely Helpful—Foot Strains, Stiff Joints, and How They Can Be Relieved—Handling of Remedies Build Reputation for Store.

In our last lesson we discussed some of the foot troubles that are most prevalent in the warm months of the year. Here we will take up those the scientific shoe man meets and can relieve in the winter time. One of these is chilblains. Chilblains is an inflammation and swelling of the toes, feet and sometimes the fingers, due to exposure to extreme cold. It usually afflicts persons who have poor circulation and is most unpleasant owing to constant itching. Persons with chilblains should wear warm hosiery in the winter and be fitted with shoes that in no way press the foot.

They should be told that bathing the feet daily and the use of Dr. Scholl's "3" Necessities are excellent habits. They help restore the circulation. To relieve the intense itching and tenderness, Dr. Scholl's Chilblain Lotion should be applied. This is a standard remedy that has been recommended for many years by shoe merchants in the colder districts where chilblains naturally are more frequently met. It is an excellent remedy also for frost bite.

Often the shoe man will have customers who complain of strains in the feet, due to violent exercise, long standing, or to many other causes. They need a good liniment. Dr. Scholl's Ligtone is particularly effective in relieving any ligamentous strain. It can be rubbed dry into the foot, has no odor and for that reason is a most popular remedy.

Sometimes customers will tell of stiff joints in the feet. Bunion sufferers, for instance, will have difficulty in moving the great toe.

Dr. Scholl's Wenal Ointment is a soothing lubricant for just such conditions. It is penetrating and when there is pain present, gives almost instant relief. Another remedy the shoe man can recommend to bunion sufferers is Dr. Scholl's Bunion Lotion. This is a liquid remedy. Painting the painful part quickly reduces inflammation and stops pain.

Each of the remedies I have mentioned in this brief chapter are made in the Dr. Scholl Laboratories and represent years of research before they were offered to the public. They offer the scientific shoe man the opportunity to not only make many extra sales, but to build up a remedy business for his store that will yield not only substantial profits but will do so with a minimum investment, for the stock needed calls for only a small outlay.

REVIEW QUESTIONS FOR LESSON NO. 15

- 1—What are the causes of chilblains?
- 2—Why should warm hosiery be worn in these cases?
- 3—What remedy is particularly excellent for chilblains?
- 4—What remedies are helpful in sprains?
- 5—What remedies are helpful in stiff joints?

LESSON NO. 16

The Need of Giving an Individual Service

Where Dr. Scholl's Leather and Other Supports Are Indicated—The Use of Arch Binder and Other Appliances—Surprising Results Achieved by Shoe Man in Reading Feet—How the Practice, Easily Learned, Will Bring Revenue to the Shoe Store.

In the study of this course have you not been impressed with the wide variety of foot troubles? In the more than twenty-five years that I have devoted to a study of them I have found that giving a genuine universal Foot Comfort service practically meant giving an individual service. Thus the slogan, "There Is a Dr. Scholl Appliance or Remedy for Every Foot Trouble," was born out of the desire to put into the hands of the intelligent shoe man the means of giving the utmost that humanly could be given.

The wisdom of giving such a complete service is at once apparent when one considers the matter a little closely.

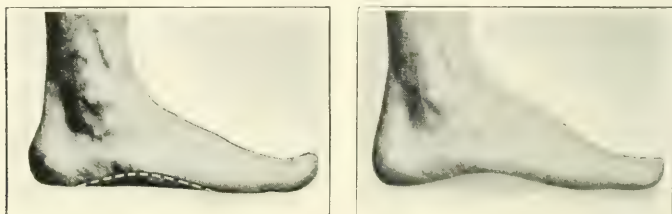
Down at the cigar store there is a certain brand of cigarette that is most popular. But would you think the cigar man a good merchant if he didn't sell other brands?

And wouldn't you be rather irritated if the soda clerk in the drug store on the corner told you he couldn't serve you a lemon phosphate because chocolate sundaes were his big sellers?

While you in the store sell more women's shoes of say 5 to 6½, would you refuse to stock sizes 3 to 3½? No. You, too, like the druggist, carry a full line.

In your Foot Comfort department undoubtedly you sell more Foot-Eazers and Arch Supports than Bunion Reducers or Leather Bunion Protectors, more Zino-pads than Chilblain Lotion. More people suffer from fallen or weakened arches than from bunions, more from corns than from chilblains.

Yet giving service to people afflicted with bunions and chilblains is just as much a part of good service as fitting shoes on people whose feet are not of the general average size.



These illustrations show the condition of weak and fallen arch before and after applying Arch Supports.

It was this idea of good service that was in mind when Dr. Scholl's miscellaneous Foot Aids were put on the market. Take for instance Dr. Scholl's "400" line of leather supports. They are light and flexible and indicated where a great deal of correction is not necessary. They are used to advantage in dancing pumps and slippers, and are very popular with the women.

Often the trained shoe man finds that Dr. Scholl's Lastik Metatarsal Pads are just the thing for the feet he is fitting. This appliance is a combination of an elastic band that compresses the waist of the foot and a double faced leather pocket extension that prevents the spread of the bony structure. Sponge rubber pads which are adjustable and which provide a mild correction to the metatarsal arch are inserted in the extension pocket.

Dr. Scholl's Arch Binder, too, is excellent for the feet that show a slight tendency toward weakness. As the name indicates this appliance is an elastic band that particularly supports the forward part of the foot. This band is liked by the women for it can be worn under the hose.

Often in selling supports there is a call for cheaper supports just as there is a demand for less expensive footwear. Dr. Scholl's Arch Supports fill this want precisely, as there are over forty different appliances.

Good salesmanship in the shoe store does not rest with the sale of shoes or hosiery. There are many things that your

customers need and would purchase if they simply were brought to attention. For instance many persons wear out the heels of the stockings because the heel of the shoe slips, a matter of much annoyance, particularly to women when they wear expensive stockings.



Lastik Metatarsal Pads are frequently used in conjunction with Anterior Metatarsal Arch Supports to give the customer a change as an auxiliary appliance for light dancing slippers and occasional wear. They are strictly corrective, since the Metatarsal Pads may be adjusted by adding additional pads of sponge rubber.



In mild cases of spread foot and weakened arches, a specially constructed Arch Binder, made of special woven elastic material, will give considerable relief to the customer. It is slipped over the foot like a garter and the

tension of the elastic binds and firmly holds the structures.

Dr. Scholl's Nu-Grip Heel Liner is a device that won popularity immediately it was introduced. It is made of velvety rubber which is attached to the heel lining of new shoes or slippers. It can be applied, simply by moistening the glue on the back and attaching to pumps, oxfords, dancing slippers, in fact any shoe. Many merchants make a practice of pressing its sale with all shoes, some sell Nu-Grips in half dozen lots, their patrons buying them for all their shoes. Selling Nu-Grips is easy and their sales soon ring up many extra dollars. Another important aid for the feet, one which

I mention again, is Dr. Scholl's Foot Powder. Every man, woman and child should be taught to use foot powder every morning by dusting it over the feet and rubbing it between the toes, also shake a little inside the shoes. It is a health and comfort habit which pays big returns. The powder absorbs moisture, keeps skin smooth, prevents abrasions and blisters, and gives a cool, restful feeling to the feet.

What Observation Will Do for the Shoe Man

Can you "read feet"? Can you tell a man's character, his trade, his profession, by observing his gait as he walks down the street? These questions, while they may seem amusing to the shoe men, are really agitating some people, according to some of the popular magazines. When they were put by one of my assistants to a Chicago shoe man who long has



Wherever you go and in any crowd, on the street, in the factory, in the store, or in the drawing room, you will find defective feet that can be relieved by proper fitting shoes and corrective appliances.

studied the human foot and who is a keen observer of the "foot habits" of his customers, he said:

"Your questions are highly interesting and really not quite so foolish as they seem. I know of a number of shoe men who could tell you some surprising things about yourself by simply watching your feet, observing your gait. One in particular, I recall. He was once confronted with five men whom

he never had seen before. He was asked to determine their professions. When they each walked past him he unhesitatingly declared they were policemen.

"He was right. They were plain clothes detectives! Each had a gait that was peculiar to all policemen this man had

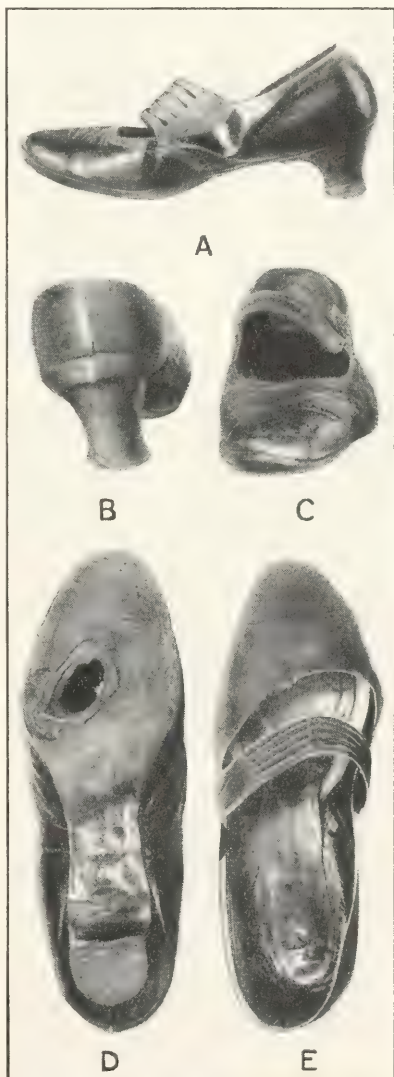
Illus. A shows a shoe with heel forced back and the shank downward. This is caused by weak arch or flat foot condition.

Illus. B shows a worn down heel and spread counter, due to weakened arches.

Illus. C shows a spreading of the upper of the shoe over the sole. This is caused by weakness of the anterior metatarsal arch.

Illus. D shows how the sole wears through where the person has a condition of a lowered anterior metatarsal arch. In this case the heads of the third and fourth metatarsals are forced down and the weight being carried at the low points causes a wearing through of the sole.

Illus. E shows how the shoe bulges away from the foot in cases of weak arch.



observed. He was, of course, a trained observer who had developed his powers to the point of being almost uncanny in his judgment."

Perhaps it is not given to many of us to be so clever, but what trained shoe man is there who cannot make observations,



Shoe reading and foot reading are most convincing arguments to use on the customer. It enables you to give intelligent service unheard of in any other manner.

and correct ones, too, that are of far more importance to him and to the owners of the feet he observes, than trying to determine whether a man is a plumber or a bassoon player, whether he puts his money in the bank or beats his wife?

These observations concern foot health, the Foot Comfort of the people to whom he sells shoes. And if he is at all keen and takes the trouble to verify them he will find he is correct in an astonishing number of instances.

Try your powers of observation today, after reading this chapter. Get out in the street and watch the feet of the folks hurrying to work, or better still, the customers who came into the store. Here you can find out whether you are correct in your deductions.

Of course, it is easy to detect bunions. These deformities

stand out prominently. Anybody can identify them. But there are many other foot troubles that are usually plainly labeled. For instance, you see hundreds of turning heels. Sometimes they are slight, very often the degree of slant is so pronounced that you know their owners must suffer inconvenience and pain from their fallen longitudinal arches.



When shoes are worn down at the toe, when linings are moist from perspiration, when there are depressions on the inner sole caused by the ends of the toes, when the shank is broken down, or the heels are worn uneven, you have an opportunity of making additional sales of corrective appliances and foot remedies.

Observe the man who comes in with shuffling gait. Then look at his feet, his shoes. If the uppers are wrinkled, the vamp spread over the sole, the counters bulging over the heel, the shank forced down and out of shape, and the breast of the heel worn off, again you know your customer has fallen longitudinal arches. Note the ankles of the women as they enter the store door. Dozens of them turn in, unmistakable evidence of foot weakness.

Trained shoe men can tell the degree of flatfoot which a foot has reached by mere observation of the shoe. They see that when the stitchings give way, when seams burst and shoes

lose their shape, it is not because of poor workmanship or material, but the result of a definite foot trouble.

The people you observe in the store or on the street probably would be astonished to learn that you knew of their aches and pains, if you talked to them. Though they may never tell you, it is easy to pick out the people who have fallen metatarsal arches. The shoes of these people almost invariably show it. The uppers spread over the soles, which usually wear through near the toes.

If Delsarte, famous a generation ago as an elocutionist and teacher, said, "Let me but HEAR a person's footsteps and I will tell you his disposition," the trained shoe man today can say, "Let me SEE a person walk and I will tell you if he has foot trouble."

In this chapter on shoe reading I want to bring out the fact that if the shoe man really knows the cause of the premature breaking down of shoes, he has within his power the means of stopping one of the most expensive gaps, you might call it, in the retail shoe business—that is the refund or adjustment on shoes.

Recently a student of the shoe business figured out of each one hundred pair of shoes a merchant purchased he must sell ninety before he could pay the bill and the cost of doing business. He must make his profit on the ten remaining pairs. If there are many costly refunds, what's the answer?

There are hundreds of shoe men in the United States and Canada today who have gone along for a period as long as a year without a single refund or adjustment that was due to their fitting. They simply knew feet as well as shoes. What you will be able to do will be in the exact proportion as you apply the lessons of this course.

REVIEW QUESTIONS FOR LESSON NO. 16

- 1—Why should a full line of correctives be carried in the store?
- 2—Why should a shoe man practice "reading feet"?
- 3—Why should he study old, worn shoes?
- 4—How can he avoid refunds and adjustments?

LESSON NO. 17

Advertising and the Window Trim

Advertising the Most Powerful Means of Producing Sales for the Shoe Store—Newspaper Advertising the Most Productive—How Newspaper Advertising Should Be Prepared—Why Always Mentioning Foot Comforts Pays Big Dividends—Style, Price, Quality Not the Only Selling Appeals—How Foot Comfort Idea Increases Sale of Footwear—Experiences of Merchants—Why National Advertising Is Dealer Advertising—How It Works—The Window Trim a Highly Important Link in Selling—How It Brings About Sales Often Long Delayed—Where the Foot Comfort Angle Should Be Featured in the Window—Use of the Mails and Circulars.

In a highly competitive business like shoe selling, success largely depends upon how much consideration a shoe man gives to his advertising. To correctly understand how advertising works, what its limitations are and what a force it is when correctly utilized will form the subject of this chapter.

It is almost inconceivable in this day that a shoe man will deny the power of advertising, yet we find merchants—you know some of them—who willfully neglect this splendid medium of producing customers for their stores and creating business and prosperity and wealth for themselves.

And they do it with an indifference that often is hard to understand when manufacturers and others whose merchandise they sell, spend millions of dollars directing people into their stores through newspaper advertisements, magazine space, billboards and what not.

They fail to see that no matter how excellent their merchandise may be, people will not come in and buy it if they do not know it is there. To inform people and secure customers is the duty of advertising and one which it admirably

performs. Emerson's supposed observation that "if a man made a better mousetrap than anyone else the world would make a beaten path to his door though he be in the middle of a forest," is a theory that a good shoe man never will take a chance on. He bases his well being, his prosperity, on

When Your Feet Hurt You Hurt All Over

Find out now what your foot trouble is, and how to rid yourself of it. Our Practipedist will take an analysis of your foot trouble, and explain and demonstrate how the correct

Dr. Scholl's
Foot Comfort Appliance

Why Sacrifice Health and Pleasure to Aching Feet?

Don't suffer the handicaps of painful, aching feet. Get relief now through the use of

Dr. Scholl's
Foot Comfort Appliance

and Remedies. Our Practipedist, Mr. H. B. Loughton, will gladly X-Ray Pedograph your feet in today.

Foot Comfort Dept.
Main Floor.

Donaldson's

WEDNESDAY

Foot Pains Take the Joy Out of Life!

They affect your health, your looks and your peace of mind

You can't enjoy life or be as healthy, efficient or as active as you should be if you are tormented by your feet. Don't let your feet keep you from doing things you like to do. Visit our Foot Comfort Dept. and learn without charge what is wrong with your feet and how your trouble can be easily corrected. We carry the different Appliances and Remedies perfected by Dr. Scholl and our EXPERT follows his method of correction, fitting and applying.

Quick Relief from Burning, Aching Feet. Dr. Scholl's Foot Balm Instantly cools, soothes, heals tired, aching, burning, swollen feet.

The Brandeis Store

Nothing Worse Than Painful Feet

fered or work. et are con. you pain. To must base

Is Your Foot Painful?

that foot ailment have corns, calluses, crowded toes, swollen ankles, fallen arches, and not suffer any. Visit our

Foot Comfort Department

our Foot Expert over your stock to show the correct Appliance or Remedy you quick, last-

Tired, Aching Feet

Scholl's Foot-Easer instantly relieves tired, aching, tight and comfortable in any shoe unnoticed in per pair

Foot Comfort Dept.
Main Floor

Do Your Feet Hurt You?

Take advantage of our Foot Comfort Service. Appointment and hour

Our Practipedist Mr. H. B. Loughton

X-Ray and Pedograph Your Feet—and learn their true condition. No matter what your Foot Troubles may be.

Dr. Scholl's Foot Comfort Appliances

and Remedies will bring almost instant relief.

COME IN TODAY

DONALDSON'S

This is one of the means of using newspapers to feature the expert shoe fitter and practipedist. The public should be told about the superior Foot Comfort Service that can be rendered. Ads like these have brought profit and built up businesses for many merchants who specialize in Foot Comfort.

telling the world about the good things he has in his store, through advertising.

There are many ways he can do this, through advertisements in his newspapers, distributing circulars, letters sent in the mails, and others, each of which is effective and which must be individually studied in the light of the people to

Foot Comfort



Nothing Worse Than Painful Feet

You can't look, feel or work right if your feet are constantly giving you pain. To enjoy life you must have comfortable feet.

What Is Your Trouble?

No matter what foot ailment you may have corns, callouses, bunions, crooked toes, weak or swollen ankles, painful heels, fallen arches, etc., you need not suffer another day. Visit our

Foot Comfort Department

and let our Foot Expert show you over your sticking feet how the correct Dr. Scholl's Appliance or Remedy will give you quick, lasting relief.



Tired, Aching Feet

Dr. Scholl's Foot-Easery relieves tired, aching feet and makes them light and comfortable. It is shoe unnoticed.



Enjoy Perfect Foot Comfort

If your feet are sore or painful, you cannot enjoy life, and you waste your vitality and strength. The longer foot troubles are neglected the more serious they become.

Don't Let Foot Troubles Spoil Your Pleasures



There's no need to suffer the tortures of painful corns, callouses, bunions, tender heels, fallen arches, or to be annoyed by weak or swollen ankles—you can have quick relief. There's a Dr. Scholl's appliance or remedy for every foot trouble.

Get Foot Comfort Now

If you're suffering from foot ills, come to the Foot Comfort Dept.—the Foot Comfort expert will gladly make an analysis of your foot trouble over your stockinged feet and show how perfect foot comfort can be obtained through the use of the correct Dr. Scholl's appliance or remedy—no charge or obligation.

Main Floor

THE BRANDEIS STORE

Foot Comfort Service

In Auerbach's shoe department we have a graduate of the Dr. Scholl Foot Clinic, who will make an analysis of your foot troubles over your stockinged feet and then demonstrate how, with the proper Dr. Scholl appliance or remedy, you can have immediate and lasting foot comfort. Bring your foot troubles to this expert. There are no charges for her services and you are under no obligation whatever.

(AUERBACH'S Foot Comfort Dept.—Main Floor.)

at Sorensen's

a new

Foot Comfort Department



Painful, Aching Feet

a drain on your health and efficiency.

cannot feel right, do your right, enjoy normal pleasure the right way, while your feet stub, burn or twinge at every step. Remove them even when you remove your shoes.

easy, simple and inexpensive to rid yourself forever of your foot ailment immediately. In and let our expert give a free demonstration of what correct Dr. Scholl Foot Comfort Appliance or Remedy, especially designed for your trouble, do for you.

Comfort Dept., Main Floor.

SORENSEN

SHOE STORES INC

7 East Seventh Street.

Dealers' newspaper ads tie up with the prestige of an international firm of specialists, plus a million dollar a year advertising expenditure to acquaint the public of the importance of foot care and how they can be relieved of painful, inefficient foot conditions.

whom the advertising is directed. Obviously handbills distributed to mansions on Riverside Drive, New York, will not produce customers in the proportion that stuffing them in the back doors of homes on the lower East Side. So the medium should be studied equally as diligently as the market.

Newspaper Advertising Merchant's Best Medium

The daily newspaper is by far the retail merchant's best medium of communication with his public. It comes to the shoe store's customer at a certain time each day and is read by the customer, usually, at a certain time each day. It is part of his life and thus offers the merchant the opportunity to repeatedly tell him his message. And in repetition lies the deep reason for the productivity of advertising.

How much a shoe man shall spend for his newspaper advertising depends on conditions that vary in different localities. One merchant I know makes it a rule to make a certain appropriation each year. He never exceeds this amount and the fact that he makes an arbitrary limit makes him a better buyer of space and more exacting in checking up his returns.

Let us suppose a merchant has decided what newspaper or newspapers he will use. Then he is ready to prepare his copy. Here he can apply simple tests to determine for himself whether what he has prepared will be productive. I know of a prosperous western shoe man who never would O. K. a piece of copy until his wife had read it over. Why? Because he felt that while he had ideas it did not necessarily mean that they were good ones. He wanted the viewpoint of a person who would buy shoes, and that viewpoint he got from his wife. He was like Moliere, the French dramatist, who used to read his comedies to his cook to find out if they were funny.

In the main, a shoe man should, after he has read his ad over, ask himself questions such as these:

Will this ad be seen by the people I want to sell shoes to?
Is it interesting? Will it be read?

Is my sales argument plausible. Will it create a desire to want my shoes?

Is it sincere? Will folks believe it?

Is it directed toward the one thing I am after—the sale of shoes?

Are the headlines effective? Are they brief, forceful, quickly grasped? Remember, people will not read long advertisements.

Are my illustrations effective? Do they correctly tell the story I want to convey? Pictures sell merchandise. Of the 100 largest retail stores in America, only one does not use pictures. Experiments have proven illustrated copy outsells the unillustrated five to one, sometimes ten to one.

Is the type matter easily read?

Is the border, the white space, such that it attracts the eye?

These and many other questions that may occur to the shoe man will help him materially in determining before he ever sends his copy to the newspaper, what he can expect of his advertisement.

Advertising is not a hit or miss proposition. A shoe man who goes at it with this idea in his mind will throw away a heap of good money. We all know of merchants who will suddenly decide to run a large expensive advertisement in the newspaper, hurriedly prepare the copy, fail to weigh their sales argument, or use poor illustrations, do not prepare a proper window trim to cooperate with the advertisement, neglect to coach, or perhaps even notify sales people of the ad and what it contained, and then bitterly complain because the advertisements did not produce. Advertising will not produce miracles. But sometimes advertising even will produce under such handicaps as I have outlined above, but why hobble a good running horse?

How Foot Comfort Increases the Sale of Footwear

Continually shoe men write to me saying that shoes are hard to advertise. They say there is such a sameness about footwear that it is very difficult to find a new avenue of approach, a new selling appeal. True enough it is a problem if style, price, quality are the only ones to be considered. But are these the only things to think about, to talk about in

advertising? In stressing these points are you not doing the same thing as other shoe men, your competitors are doing?

Undoubtedly style sells 80 per cent of the shoes on the dealer's shelves, as I remarked in the first chapter of these lessons, but suppose the shoe man injects into his advertising—along with the style argument—the Foot Comfort idea. Then he has said something unusual, which when repeated absolutely will result in repeat customers. For, if women, for instance, to whom style is important, shop here and there in search of footwear that is pleasing to the eye, often suffering a great deal of discomfort in being fitted by as many persons as they have shoes, can find style *plus* foot comfort in your store, it is your store to which they are coming back.

That is one of the greatest and most powerful appeals of the Foot Comfort angle in shoe store merchandising. In no way, as you have learned in these lessons, does the giving of a Dr. Scholl Foot Comfort Service forego the selling of stylish, saleable shoes. It assists it.

Foot Comfort should be mentioned in every advertisement of the scientific shoe man. When he repeats his Foot Comfort message and gives a genuine service he will find his business growing beyond, often, his fondest imagination.

For some time leading shoe men and shoe journals have earnestly discussed means of selling more footwear. I think that one of the best is simply approaching the customer from the Foot Comfort angle. The reason is evident. Every shoe man has in his experience had people come with shabby shoes on. They feel they have to apologize for their appearance. They say they have so much trouble breaking in new footwear, suffer so much with tender feet, etc., that they hang on to their old ones until they are about ready to fall off. They dread coming into the shoe store. Going to the fitting stool impresses them the same way as a visit to the dentist would you or me when we have a toothache.

Once you get a few of these people in your store—and you can by simply mentioning Foot Comfort in your advertising—you will find yourself developing new business—repeat business, business that will grow because your customers will go out boosting for you enthusiastically.

Right here I want to mention the experience of a California man who was the manager of the shoe division in a department store. Previous to his coming little or nothing had been done to develop the Foot Comfort section. This man, in less than a year, simply through modest newspaper space ran the sale of Foot Comfort Appliances and Remedies up to \$3,000. This was in a city of 40,000. In a New England town somewhat smaller, a merchant ran one fourteen-inch Foot Comfort ad in his newspaper and did \$400 worth of business in Dr. Scholl's Foot Comfort merchandise. I might, if space permitted, quote hundreds of similar instances that have been brought to my attention of what shoe men have done in the way of increasing business simply by paying some attention to the Foot Comfort angle of it.

National Advertising—Its Value to Merchant

While on the subject of newspaper advertising I want to bring out the value of national advertising. Some merchants look upon national advertising as purely that of the manufacturer. That is, of course, wrong. It is easily disproven. If a woman comes into your store and asks you for a certain shoe that she has seen advertised in a magazine, if you carry that shoe, then that advertising was your advertising. If she comes in and inquires about a Dr. Scholl Arch Support or Remedy, something she has read about, possibly many times, in the Saturday Evening Post, the Ladies' Home Journal or the rotogravure section of the Sunday paper, then that advertising is your advertising.

Now the reason that national advertising produces sales for the retail merchant or what we are wont today to call the psychology behind advertising, is very evident.

Suppose that today you walked into a clothing store for a suit. The clothing merchant showed you two suits, equally priced and of the same quality of material and grade of tailoring. One was a nationally advertised brand, one about which you had heard and read for years. The other was entirely unknown to you.

Which would you buy? Naturally the advertised brand.

You know it by reputation. To sell you the unknown brand the merchant would have to exert pressure, to spend time, use argument—in other words, overcome your resistance.

Suppose the clothing merchant came into your store. Would he not likely demur at buying a shoe he had never heard of, as you would a suit the name of which had never before crossed your path?

Nationally advertised products create a market for sales that no intelligent merchant overlooks or fails to cultivate. By a constant assault on the mind through advertisements in the newspapers, magazines, on billboards, etc., there is prepared a way for a sale long before a customer enters the store door. And the better and more widely a product is advertised the easier the sale.

If you tell the woman seated at your bench that she will get far greater service out of her shoes and be able to walk in comfort she has not known for years, simply by wearing Dr. Scholl's Supports, she will listen attentively. You are not telling her something strange or new. She has read about Dr. Scholl's Foot Comfort Appliances and Remedies for years. Perhaps, too, her friends use them. She is easily sold. But if you try to sell her an unknown appliance or remedy you immediately meet resistance.

Why should a customer buy a corn remedy she never heard of when she can get Dr. Scholl's Zino-pads, the merits of which she has learned repeatedly? She shouldn't any more than you should risk buying a suit made by an unknown manufacturer, when one of established, advertised reputation was at hand.

Pressing an unknown, unadvertised article against the advertised article always has the same effect. It instantly calls to the mind of the customer the name of the advertised article! And when, as in the case of Dr. Scholl's Foot Comfort Appliances and Remedies, where there has been implanted the idea of faith, service and reliability, even resentment is aroused!

Often advertised merchandise will sell itself. So firmly is planted the groundwork for the sale by the argument, the

persuasion of the printed message or appeal, that the actual sale is very frequently perfunctory. But more sales are made, more profits recorded and more friends added to the store when the merchant looks upon advertising rather as a willing, able partner who best produces with the merchant's co-operation.

Sales, profits, friends are the most important things in a merchant's business life. Without them he cannot be a success. They are easiest found and secured through the medium of continually and systematically pressing the sale of honest, service-giving, nationally advertised merchandise.

Where the Window Trim Does Its Effective Work

I like to think of advertising as the heavy artillery of business. It paves the way for the sales attack of the man on the floor. But unless there is perfect co-ordination between the two, the sales battle may fail. Now there is a perfect liaison, so to speak, and that is the window trim. Let us consider how this works.

Did you ever sit down in the evening after dinner with your evening paper and suddenly run across an advertisement that interested you? Perhaps it's all about a tool box—the kind the hardware people are putting up for boys who are studying manual training. Just the thing for your boy, you say to yourself. You'll get him a set some day during the week when you have a chance to leave the store.

The week passes. You have not bought the tool box. Possibly you have read the same advertisement twice, probably three times since. Yet you've made no purchase, though your intention, your wish, almost your determination, is as strong as ever.

Then one day you go down the street and while you're waiting for a car, you look into the window of a hardware store. Lo and behold! There's that tool box you've been reading about and intending to buy. In you go. In ten minutes your purchase is made.

Psychologists tell us some strange things about the human mind and often amaze us when they discuss the various "com-

plexes" that determine some of the queer, odd things we do. But the unusual is no more startling or interesting than the commonplace.

Would you have bought the tool box if you hadn't seen it in the window? Perhaps, but when? Think of the things you forget, the things you postpone every day and then never do.

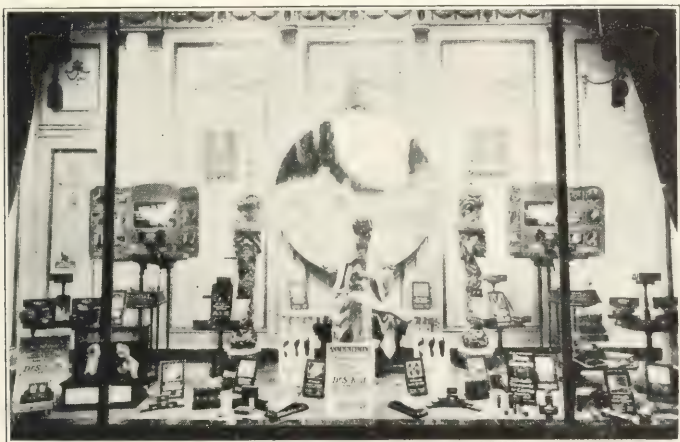
You were really sold on the tool box when you read the advertisements, but the transaction wasn't closed until you saw it in the window. Consider the electric bell on your front door. The bell doesn't ring until you close the circuit by pushing the button. Likewise, the window trim closes the buying circuit. Over and over again, if you think of it, you have made purchases in just the same way. And the experience of everybody else is much alike. If there isn't presented at the proper time and place the means of carrying out the buying suggestion, the suggestion oftentimes comes to naught. Consider your own business, the shoe business. A woman may read tonight how her foot troubles can be remedied, how she can get rid of her corns or her bunions or relieved of her painful arches with a Dr. Scholl Appliance or Remedy. Perhaps, as she reads a Dr. Scholl advertisement in a magazine or newspaper, she is comfortably sitting at home with her feet encased in slippers. She doesn't think of dressing and rushing out to the store any more than you would bolt your dinner and tear down the street in search of a safety razor you had read about and was interested in. But if, in the morning, she passes your store and sees the arch support, or the Zino-pads she's been reading about, in your window, she's coming in.

The sale in her case will be as easy as it was in yours—the advertising formed the necessary approach, but the window trim clinched it.

Recently a woman walked into a Toronto store, after seeing a display of Scholl products in the window. She purchased a pair of Dr. Scholl's Anterior Metatarsal Arch Supports. She said she had read about them in New Zealand! A sale thus started on the other side of the world by the persistent, universal Dr. Scholl advertising is closed thousands of miles

away through the medium of a simple little display, alongside the shoes, in the show windows.

I consider the window trim of tremendous importance. In preparing the trims that are used by shoe merchants throughout the world the Scholl organization spends thousands of dollars in investigations, thousands in study of color



A complete and inexpensive tie-up to a million dollar yearly publicity campaign which will produce profit and prestige to the shoe dealer.

schemes, art work, etc., before it sends the trims to the merchants.

Remember there are thousands of persons passing your store every day. Hundreds of them have some form of foot trouble, and thus are potential customers. They may have corns, run-over heels, weak ankles, fallen arches or any of the many foot troubles that are so common today. They have all read at some time or other and undoubtedly are still reading about Dr. Scholl's Foot Appliances and Remedies. When they see them in the window, they come in.

A recent investigation has shown that in towns of twenty-five hundred to twenty-five thousand people over six thousand people a day see a shoe store window. In cities of fifty thousand to two hundred thousand the average runs to over thirty thousand a day, and in cities over two hundred and

fifty thousand something like sixty thousand see a shoe store window every day. What an enormous market!

Authorities figure a window costs at least ten per cent of a merchant's rental. That is, if a merchant is paying \$200 a month rent, at least \$20 should be charged up against his store front. If the window is not producing sales in proportion to its cost, it is a loss!



When you plan your sales windows be sure to put in a little unit trim of Dr. Scholl's Foot Comfort Appliances and Remedies. It will take up little room and will produce. More people look at your windows during a sale and thus more will buy Foot Comforts on which, incidentally, you do not cut the price.

In the Dr. Scholl Foot Comfort Service Shops scattered throughout the world with shops in Chicago, New York, St. Louis, Detroit, Milwaukee, etc., the show window full of Dr. Scholl merchandise ties up to Dr. Scholl national advertising and brings in large numbers of prospective purchasers. Your windows if used to display Dr. Scholl merchandise will proportionately do as well.

Study your window as you would your advertising. It can be made to bear more than its share of the rent. Far from being only a mere space to admit light, it can be made to sell goods, make profits, if a merchant will study and plan his

displays with the same care and diligence he does his advertising.

Other Methods of Promoting Sales

Another means of advertising that often brings splendid results is the use of handbills distributed from house to house. This is more or less a neighborhood proposition, although many merchants use the handbill as a circular and secure a wide distribution by mail. Here again by mentioning Foot Comfort the merchant puts a decidedly effective "punch" into his circular. In a small Illinois town during January, with the temperature below zero, a shoe merchant distributed a circular advertising a Foot Comfort demonstration that brought him \$100 worth of business. This circular was headed, "Do Your Feet Hurt?" It struck a popular chord, it was something different than the usual shoe appeal.

One of the very effective means of advertising that brings a steady flow of business is the systematic distribution of the booklet, "Care and Treatment of the Foot." Hundreds of merchants put this little booklet in all of their packages—for instance, shoes sent in for repair—and reap excellent results.

In developing a Foot Comfort following many stores use a series of letters, which are furnished by The Scholl Mfg. Co., Inc., to customers who have been fitted with appliances, inviting them into the store for a possible readjustment. Though nothing is said in the letters about shoes, when the persons addressed are brought into the store they can be shown styles and often sold footwear.

The business a scientific shoe man can develop through the mails is remarkable. But here, too, as in the preparation of his newspaper copy, the same care should be used. A carelessly written, badly typed letter is useless. It will not be read, in fact it will reflect discredit on the store. Likewise mailing lists can be carefully revised so there is no waste. A good practice is to get the names of all purchasers of footwear when the sale is made.

There are times when there are idle moments in the store. Call up your appliance customers and inquire as to the condition of their feet. This little attention will please your

patrons and in the little conversations over the wire there often develops the opportunity to sell the customer on some new shoes, slippers, hosiery, etc. Foot Comfort offers a legitimate opportunity for using the telephone.

The Scholl Mfg. Co., Inc., maintains a very extensive sales promotion department and is ready to co-operate at all times with the shoe salesman or merchant in helping develop business through window trims, sales letters, advertisements, etc.

To list advertising as an expense is a mistake. Because it increases sales it should be considered as an expense reducer.

REVIEW QUESTIONS FOR LESSON NO. 17

- 1—What is the most powerful means of producing sales for the shoe store?
- 2—Why is newspaper advertising most productive?
- 3—Why does it pay to mention the Foot Comfort department in each shoe ad?
- 4—How can the Foot Comfort department increase the sale of footwear?
- 5—How does national advertising affect the merchant who co-operates with it?
- 6—Why is the window trim very important in producing sales?
- 7—How should mailing lists and circulars be used?

LESSON NO. 18

Publicity for the Shoe Man

Why the Shoe Man Should Appear in the Day's News as Well as Men in Other Walks of Life—His Splendid Opportunity Lies in Talking About Feet—Publicity, While Not a Substitute for Advertising, Brings Prestige to the Store and Makes Business, Too.

Who are the "well-known" people in your town? If you were asked that question you undoubtedly would say, "Why, there's John Jones, the banker; Philip Smith, the attorney; George Young, the piano manufacturer; Dr. Lester Baker, the physician"—well you could rattle off a dozen or more names.

They are familiar to you, if you analyze the matter, because you continually are seeing their names in print. When Banker Jones comes home from New York or Chicago, he is interviewed about business conditions; when Smith the attorney talks before the Rotary club, there's a column in the papers about his address on the Volstead law; then again you read Dr. Baker's comment on the latest discovery in the treatment of diabetes or tuberculosis; or perhaps it's Young who is responsible for an interesting bit this morning on the first page about the difficulty in securing ivory for piano keys. These people are often in the so called "limelight." You look upon them as leaders in the community.

Perhaps you never have thought how this constantly being in the public mind has affected the material prosperity of these people. You would not accuse them of self-advertising, yet, when you are in need of their services or their wares, theirs are the first names that suggest themselves to your mind. Invariably they have your confidence and they get your business.

Now what do you do in your community to suggest to people that you are the man from whom to buy shoes, the man to see when their feet hurt or bother them? Did you ever ask yourself these questions—"What is there about me that

should make people want to come into my store? Am I a leader in my community? How many acquaintances have I turned into friends, friends who when they think of shoes and feet, think of me?"



The public is seeking foot relief. The leading newspapers throughout the country recognize this and also recognize the author who is responsible for the great work in relieving foot sufferers.

There is no reason whatever why a shoe man should not figure in the day's news as well as his friends, the banker, the attorney, the manufacturer or the physician. In every community there are activities that call for leadership. The shoe man can just as well be elected an officer of local business or social clubs or societies as the next man. His work on committees in a commercial organization, for instance, offer untold opportunities for favorable notice in the newspapers. The opportunities are really endless. He might go

hunting, fishing, his daughter might get married, etc. All of these things, while they seem small to him, are NEWS to his friends.

If a shoe man is a trained man, the opportunity for helpful publicity are greatly enlarged. Let him but make a short talk on foot troubles before some women's club, some parent-teacher's organization or perhaps some class of school children and he has done something constructive. Not only has he helped himself but he has done something for his community. Just a few little talks of that nature and he begins to be known as an authority on shoes, on feet and foot troubles.

There is no substitute for advertising but Publicity Pays.

Classification of the Shoe Store's Customers

One of the most fascinating and at the same time profitable diversions of the alert shoe man is the classification of his customers. By classification is meant, not particularly as concerns credit or style wants, but rather a grouping in the dealer's or the shoe salesman's mind as to what those who come in for shoes do for a living.

In Chicago, a man walked into a shoe store and told the dealer that he had been having the greatest difficulty in securing shoes that gave him comfort. The merchant saw the customer had badly depressed arches and after fitting him satisfactorily with Dr. Scholl supports was about to send him on his way. That seemed to end the matter.

But on his way to the door the man casually mentioned that he was a motorman, on his feet all day. A thought struck the dealer. Did any of the other fellows around the car barns have foot troubles? Yes, sure, the boys were always growling about their feet. It took the dealer about a half a minute to give his customer a handful of that famous little booklet, "Treatment and Care of the Feet." The customer, his own feet comfortable, said he would be pleased to distribute them among his friends.

Briefly, this dealer got dozens of new customers among the street car men, customers he might never have gotten had not the first street car man disclosed his occupation.

Any student of foot conditions knows, standing in one position, such as a motorman does, means undue strain on the muscles of the leg and the eventual breakdown of the longitudinal arch of the foot.

Undue strain on any muscle results in some disorder, sometimes painful. Telegraphers often suffer from "glass arms" or partial paralysis of the muscles controlling the fingers; writers, cramps in the hands; pianists, numbness in the fingers; housewives develop pains in the right side which are relieved when they sweep with the other hand; bricklayers get postural pains or lumbago, which disappears when they take their bricks from the waist-high platform instead of repeatedly stooping to the ground for them.

But to return to the feet. The number of foot troubles due to occupational habits is enormous. Like motormen, girl clerks in department stores standing often all day behind the counter, develop foot troubles, until a perfect foot among them is an exception. If a shoe man took the time to classify them he would find this is true to an astonishing extent.

If he went further he would find that barbers are prone, from their habits of standing in one position, often on hard cement floors, to foot troubles, many of them metatarsal weakness; machinists, dentists, pressmen, etc., likewise are afflicted.

In the iron and steel industries, where workmen are called upon to carry heavy weights, the number of broken down arches is very great.

In the neighborhood of most shoe stores there are industrial establishments that a dealer should study. He may find, say in the next block, girls using their feet on sewing or stamping machines, which if he will but take the trouble to investigate, cause foot weakness. Let him but relieve one of these girls and he finds himself developing new business. This he can easily do by asking his customers a few questions. Generally the dealer will get all the information he wants in a few minutes. Then he can catalogue his customers, their foot troubles and their occupations. The things he discovers will be a revelation to him.

REVIEW QUESTIONS FOR LESSON NO. 18

- 1—What is the value of publicity?
- 2—How can a shoe man obtain it?
- 3—What subject can he talk about that will always be news?
- 4—How can industries produce business for the shoe store?
- 5—Why do barbers have so much foot trouble?
- 6—Why is classification of customers desirable?

LESSON NO. 19

Corrective Foot Exercises

Value of Corrective Exercises in Connection With the Fitting of Arch Supports—Supports Relieve Strain and Exercises Tone Up and Develop the Muscles.

The results you secure in your fitting of appliances will be greater if you impress upon your customers the great benefits that will be obtained from exercising the feet. Walking



Correct Posture.

Stand and walk with feet parallel. The body's weight is then evenly distributed over the feet.

is of course, excellent, but there has been devised a set of exercises that are particularly adaptable for persons whose feet have become weakened and to which you have given mechanical correction.

With the support you have relieved the strain on the over-worked muscles that have broken down through faulty foot wear and other causes and you have given them the opportunity to restore themselves to usefulness. With exercises these results are more quickly secured.

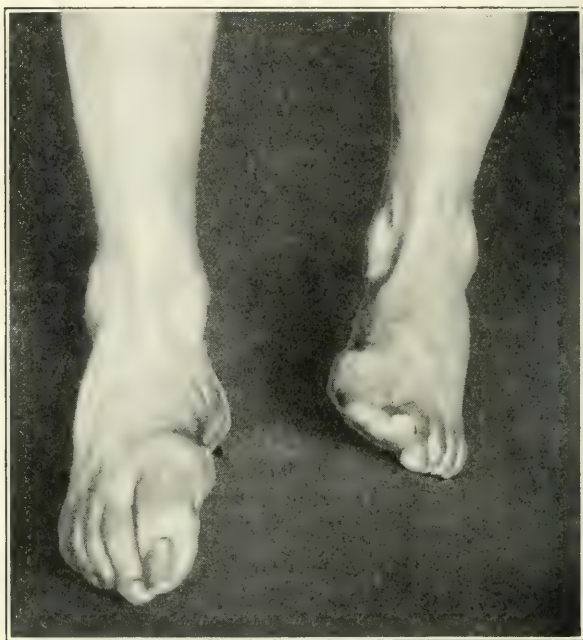
EXERCISES FOR THE FEET



*Exercise No. 1—Rising on Tiptoes.
Stand with feet parallel—rise on tiptoes and return slowly. This exercises not only the leg muscles, but relieves rigidity in the longitudinal arch and ball of foot.*

In this chapter we shall discuss exercises for the feet which you should urge your customers to perform daily. First they should be told to stand correctly. They should toe straight ahead, to in if they can—although this is not easy if a person has been walking for years with the feet toeing out. Walking in this fashion permits the feet to carry the weight of the body on the inner border, where it should be carried. If you have thoroughly understood the chapter of the structure of the foot it will be apparent at once how walking in this fashion relieves strain on the calf muscles, and also on the ligaments that bind the bones of the feet.

If you will revert back to your previous lessons you will

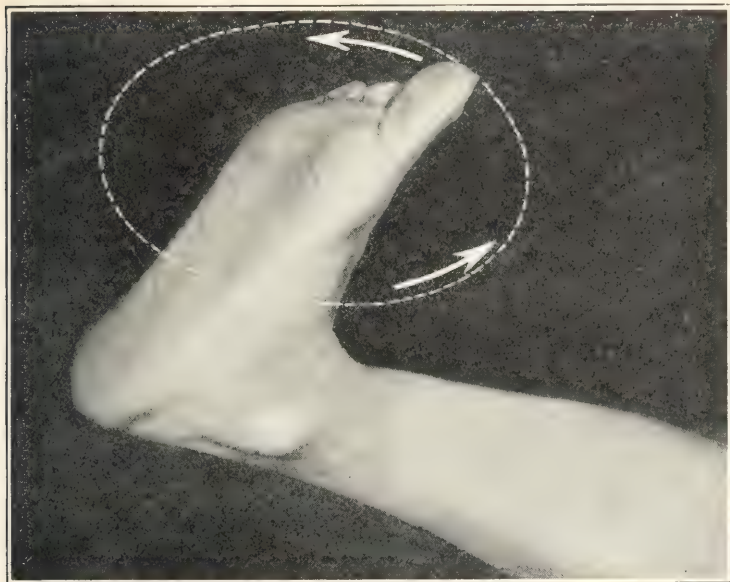


Exercise No. 2—Walking On the Outer Border.

This relieves the strain on the overstretched muscles of the inner arch and puts the contracted muscles of the outer longitudinal arch in motion.

remember my earlier assertion that foot weaknesses are not the result of weaknesses in the muscles of the foot, but of weakness of those in the leg which let down the structure of the foot. This should be kept clear in order to understand the exercises I am going to give in this chapter.

To familiarize yourself with the following, put yourself in the position of a customer to whom you have just fitted supports and have told the benefits that would result from exercises. These exercises which I am going to tell you about are known as Dr. Scholl's Foot Exercises. They are printed on charts and can be secured from the Scholl Mfg. Co., Inc.



Exercise No. 3—Circular Motion.

*Place leg over knee—extend toes downward and give circular motion towards inside. This relieves stiffness of ankle-arch articulation.
Bend Toes Downward.*

The student should have a supply on hand to give each purchaser of supports.

The first exercise is to stand with the feet parallel. Rise on the toes and return slowly. This movement, simple enough, brings into play the calf muscles and it also relieves any stiffness in the longitudinal arch. After doing this a dozen times, walk around the room in a club foot fashion as shown in Exercise No. 2. This is a splendid exercise for the relief of the inner arch, which as you know is the one that falls in longitudinal trouble. Then sit down and rotate the foot as shown in Exercise No. 3. This exercise is particularly good for weakened ankles. The while you are still seated bend the toes forward and see if you can pick up a marble or grasp a handkerchief. You won't find it easy. It even may hurt, showing how man is fast losing, in his manner of living,



Exercise No. 4--Bend Toes Downward.

In the action of picking up some object, as a pencil or handkerchief. Indicated in cases of anterior metatarsal arch-weakness and where there are adhesions or a rigid condition.



Exercise No. 5—Plantar Extension.

Extend the leg and foot—straighten foot on as near a straight line with leg as possible. This is useful in cases of weak foot and contracted anterior muscles.

EXERCISES FOR THE FEET



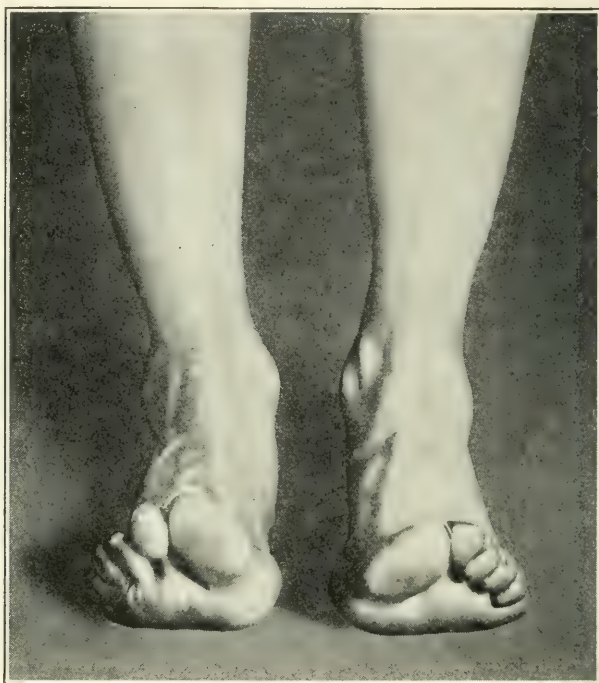
Exercise No. 6 Dorsal Flexion.

Extend leg and flex foot towards you as far as possible. This stretches the posterior calf muscles and achilles tendon.

the use of his toes. If we are to believe the evolutionists, who say that man descended from the anthropoid ape, he once had the same grasping power in his feet that he still has in his hands—he could climb trees with the same agility as the chimpanzee.

The next exercise is to extend the foot and leg in a straight line. Doing this a dozen times you will find it calls into play muscles you did not realize you had. Now bend the toes forward, part of the foot up toward you and relax. This brings into action another set of muscles.

Then stand on the floor and raise the toes up and down. Next stand on the edge of a block of wood and bend the toes down. Both of these exercises will remove any slight adhesions that have formed and will greatly strengthen the metatarsal arch.

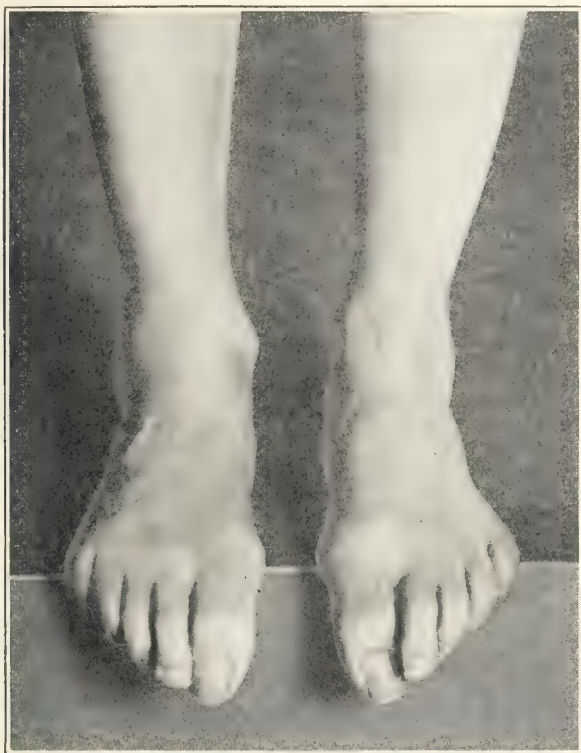


Exercise No. 7—Raising Toes.

Standing in bare feet raise toes off floor, towards top of foot and return slowly. This throws into play numerous flexors and extensors and reduces stiffness in the anterior arch.

When you urge your customers to perform these exercises you are giving them the soundest of scientific advice, for science today has for one of its cardinal truths, or principles, that correction of any body ill is brought about by Nature itself.

Mechanical assistance is merely aid which gives Nature the better opportunity to perform its task. Thus while you fit supports to a weakened arch you are helping Nature do its job of reconstruction. And when you tell your customers to perform the exercises given in this chapter you are further helping. In many cases where the arch is badly depressed



Exercise No. 8—Bend Toes Downward.

Stand on block of wood or table with toes over edge and bend toes downward as far as possible.

This exercise is intended for cases of anterior arch depression and rigidity in that region.

and the deformity is of long standing restoration will be greatly hastened by the exercises.

Oftentimes you will have difficulty in making your customers perform the exercises but continued urging should be as much a part of your job, particularly in these long standing affairs, because when finally the arch is restored to normal, the sufferer will loudly proclaim your intelligence as a Foot Trouble Reliever.

REVIEW QUESTIONS FOR LESSON NO. 19

- 1—What is the value of corrective exercises in arch troubles?
- 2—Why should they be repeated daily?
- 3—Why are there different exercises for foot troubles?
- 4—What is exercise to relieve stiffness in ankle-arch?
- 5—What exercise is beneficial for anterior metatarsal arch depression?

LESSON NO. 20

Fitting Children's Feet

Condition of the Feet of Children Alarming According to Results of Investigation—Parents, Not Shoe Men, Usually to Blame for Foot Troubles of the Young—Children Should Never Be Pressed to Walk for First Time—Barefoot Walking Usually Bad—The Right Kind of Shoes for Children—Where Supports Are Indicated—How to Instruct Mothers to Look After the Feet of the Little Ones—Catering to Children's Foot Needs Profitable for the Shoe Man.

Nowhere is there a more fertile field for the trained shoe fitter than in administering to the shoe needs of children. If grown-ups have neglected their feet to the point that seven out of ten persons have some sort of foot trouble, the condition of the feet of our children is alarming.

In the first chapter of these lessons I made the statement that a Minneapolis chiropodist had found that of 1,235 children whose feet he had examined he found that only 140 had normal feet. In his examination this man found that by far the greatest trouble lay in arch weakness. He even found children with their little toes not functioning, showing clearly that they were using the fourth metatarsal as a bearing point in walking.

These are conditions that should meet the attention of every thinking shoe man. The child of today is the citizen, the customer of tomorrow. If for no other reason than that of race improvement—the most unselfish that can prompt any right impulse—children's feet demand more than the slipping on of any shoe that may suit a mother's fancy.

Shoe men can by no means be rightfully blamed for all the bow-legged, weak ankled, weak arched children of today. Parents, ignorant of the foot needs of the little ones, the hygiene of the feet, must carry the greater burden.



It is important to carefully fit a child's growing feet. It is not sufficient to merely measure the foot in the shoe. Consideration must be given to the physical condition of the child, the possibility of rapid growth and expansion of the foot. Shoes should be fitted long enough to cause no pressure during the growing period.

It is only within a few years that children's feet have been given any attention. They have, often, when they raised up on their little feet, been pressed into walking by delighted parents who did not know that the baby foot up to the age of three is mere gristle, that the bones are in a formative state. Medical opinion is unanimous today that a child never should be urged to walk. By crawling it develops the leg muscles that later will properly support the body. Let the child walk when it will, they say.

Children should not jump rope on hard pavements. Nor should they go barefooted unless they can walk on the soft turf. Never should they go without shoes if their feet are weak.

When children are brought into the store shoe men should



One of the first requisites in correctly fitting children's feet is, of course, to carefully get both the length and width. Also it is just as important that the stockings fit equally well, for in the growing years the feet are very sensitive to any untoward pressure.

see, first of all, that they are fitted with shoes that are broad at the toes and have a stout sole. Stockings should fit just as well as the shoes and have round toes that in no way bind the growing feet. If children have weak ankles and consequently weak arches, they need support. Dr. Scholl's New Improved No. 27 Arch Supports should be fitted. These supports are made in children's, misses', boys', men's and women's sizes, are sold all over the world and recommended by orthopedic specialists. They are particularly adapted for heavy, fast growing children.

In connection with the fitting and sale of supports it is well for the shoeman to tell mothers to instruct the children to perform what is known as the clubfoot exercise—that is walk around the room several times a day on the outer bor-



Supports in many cases are invaluable for children's feet. They should as in adults be adjusted from time to time. It is well to remember the child of today can very often be made your customer of tomorrow.

der of the foot. This strengthens the muscles of the leg which support the foot structure. Women are often alarmed because their children walk pigeontoed. This is proper and the way they should walk. The practice should be encouraged. The Arch Supports should be worn about two years or until nature has so strengthened and developed the child's foot and leg muscles that there is no further sign of weakness. As the child's foot grows, new supports should be fitted and adjusted.

I know that some shoe men argue that the range of profit on children's shoes per sale is so small that it does not pay to devote time to them. But the answer to this is the fact that in many of our cities children's shoe departments are being established, showing that merchants are coming to realize that the child customer of today is going to be a good customer in his youth and manhood or womanhood and most likely to stick to the store which served him since boyhood.

If the student will examine a baby's foot he will find a straight line extending from the heel along to the end of the great toe. A Podo-graph impression should show only the sole, the ball of the foot and the toes—that is, if the foot has not been cramped in a shoe.

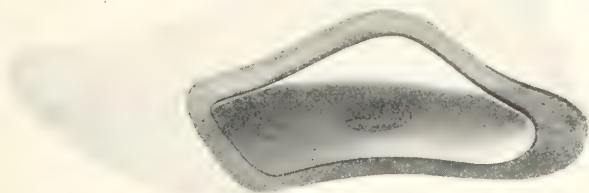


Illustration shows modern Child's Arch Support. These supports are made in shoe sizes, especially shaped and formed to fit the child's foot and arch. The expert fitter will instruct parents to return with the child for adjustments and a change of the supports. The size of the support should be increased as the child's foot grows, so that the right correction can be given and the foot balanced from heel to ball.

As for the footwear for the child, whose size runs from 0 to 5, the shoes should be something soft and pliable which allow for the development of the little muscles. In these sizes there should be no stiffening in either sole or upper. Sizes 5½ to 8 are for larger children who are beginning to use their feet more. Here the soles should be flexible and the uppers of the boot type to give proper support to the ankle. Sizes 8 to 11 should have slightly stiffer soles and a spring heel. Up to this time shoes are the same for both boys and girls.

With the next group with the sizes ranging from 11½ to 2 and 2½ to 7 there is the difference in sexes. The shoes for the boys are stouter and heavier. They have a low broad heel and the upper preferably is cut low.

In fitting children's shoes the sole should be straight on

the inner line, the joint of the great toe coming opposite the widest part of the sole, insuring room for growth. The heel room should be a width or two narrower than the vamp to insure snug fit. There should be no boxing or stiffening in the toe cap and a cement or cork filler between the outer and inner sole is advisable to prevent dampness. In talking to parents urge them to change their children's shoes at least once a day. Several pairs are advisable from a health point of view and are a real economy.

If proper attention is given to the feet of the child thousands of many of the foot and body ills of later life will be prevented.

REVIEW QUESTIONS FOR LESSON NO. 20

- 1—Why is it important that particular attention be given to fitting children?
- 2—What are the right kind of shoes for children?
- 3—Why should children never be pressed to walk for first time?
- 4—When are supports indicated for children?
- 5—How should they be fitted?

LESSON NO. 21

*How the Shoe Should Be Fitted on the Normal Foot—
Picking the Right Shoe—Finding the Right Size—
Measurements of Lasts—How the Shoe Man Can
Overcome the Discomfort Most Persons Experience
in “Breaking In” New Footwear—Disturbances that
Result from Sudden Shifts in the Height of the Heel.*

Since seven out of ten persons suffer from some form of foot trouble it is logical to presume that the fitting of footwear has much to do with this condition. And it has. At least 40 per cent, perhaps more, of the foot ills that annoy or torture humanity, can be traced to the shoes.

Shoes that are fitted too short, too narrow, the wrong shape, the wrong style all result in some form of trouble. By correct fitting many of these troubles or ailments disappear, others require appliances and other remedies. Before we go any further let us consider what a correct fitting is. In other words before we study what is wrong let us see what is right.

Correct Way to Find Proper Length of Shoe

First the shoe fitter examines the foot. If it is normal, and he is familiar with his stock, knows the fitting qualities of the various types, he decides which last to use.

Then he measures the foot for length. If a standard measure stick is used, he allows two and one-half to three sizes for length. If he uses Dr. Scholl's Foot Measure and Shoe Size Indicator, which gives exact length and width, he does not make any allowance. This scale is most carefully worked out according to the requirements of the foot based on standard measurements of shoes so that the figure on the scale at the end of the great toe indicates the correct length of the shoe. Then he takes the width of the foot in the same manner. Never ask a customer what size he or she wears. Men seldom

know. Women don't like to be asked. Besides you should find out for yourself. You should dominate the sale.

Occasionally manufacturers will change the shape of the shoe last at the toe and in doing so the shoe is shortened from



Don't ask customer what size shoe he wears. Measure the foot and put the proper sized shoe on it.

one-half to a full size. Sometimes a person will wear a longer shoe than is necessary. To ascertain exactly the size the customer has been wearing Dr. Scholl's Shoe Size Detector has been made. Placed inside the shoe an expansion spring is released so that the Detector touches the extreme inside measure of the shoe, that is heel and toe. When a thumb screw is tightened, the Detector removed will show the exact inside measurement of the shoe.

There should be no loose leather over the vamp, yet it should not be so tight as to restrict the normal spreading of the foot for all normal feet elongate and spread when in action. Of course there should be ample toe room. The fitter should be sure that the shoe fits snugly through heel

HOW TO FIT SHOES

and waist so that the foot is held back into the heel part of the shoe.

The ball of the foot should be in its proper place, that is in the tread of the shoe. If the ball joint is too far forward



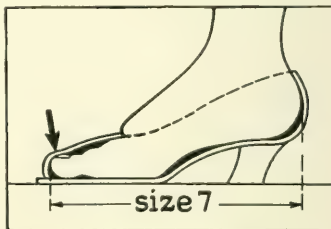
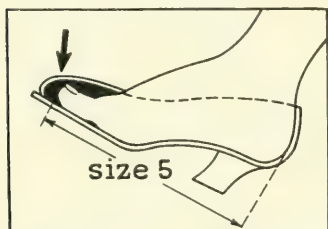
The customer should be allowed to stand his weight on his feet. Then a second measurement is taken to learn if there is any elongation of the foot due to weakened arches.

when the weight of the body is on the foot, it will throw a wrinkle back of the joint. This shoe is too short. If the shoe is fitted too long the ball joint will strike on the upper over the shank. This can easily be determined by feeling the foot.

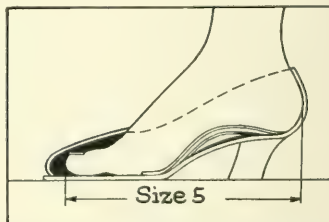
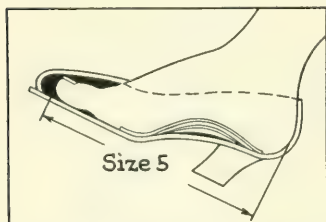
Fitting Children's Feet

Children of growing age soon outgrow their shoes. Parents should be enlightened on *this very important* subject of hygiene.

Great care must be taken in having children's shoes half-soled. Many times the little, fast growing feet have outgrown the size of the repaired shoe and deformities and foot weakness result. The best way is to measure the foot, then use Dr. Scholl's Size Detector, and learn the inside measurements of the shoe to be half-soled.



When the arch is weak. The illustration at the left indicates a foot that has been measured for a Size 5 shoe. But when the customer stands or after walking a short time, the foot elongates and requires a Size 7.



Feet with weak arches should be supported with an Arch Support that has been adjusted to hold the position of the foot to its normal shape. Note that in the illustration above, a Size 5 foot after being fitted to an Arch Support remains a Size 5 foot.

In fitting children's shoes, therefore, it is well to fit them just a trifle longer to admit growth of the foot. Never fit a growing child's shoe short.

In the fitting of shoes it is necessary to take into consideration that nearly every one has deformed feet in some degree

as the result of wearing improper footwear or other reasons and that it is impossible to make any alterations in the skeleton of the foot. Therefore the flat heeled broad toed shoe and the extreme patterns of corrective shoes following the theory of Meyer cannot be entirely depended on. Who is Meyer? Every shoe fitter at some time hears this name. In 1857, Dr. Herman Meyer, professor of anatomy in the University of Zurich, Switzerland, published an article on foot deformities which excited world-wide comment and discussion. He dwelt mainly on the pinching of shoes of his time and made no direct reference to fallen arches and other foot ills. He drew a straight line from the point of the great toe through the middle of the joint in the great toe emerging at the center of the heel. He held that in locomotion the extended line of the great toe came out the heel center. This is what is known as the Meyer line. The great toe must not be hindered in its action of taking the step in this straight line by shoes.

In Meyer's time both shoes were made on the same last without regard to the difference in shapes required by the right and left foot. However, his theory that no shoe should prohibit the proper sort of toe action, holds today.

A good fit in a shoe today simply means that the shoe must be of correct length, it must have sufficient width at the ball to allow for the natural spread of the foot at that point without compressing the foot, it must fit snugly through the heel and instep and there must be sufficient space over the toe cap to prevent restriction to foot action.



The Meyer line

Shoes in America today are made on a standard scale of measurements for ball waist and instep as shown in the tables accompanying this lesson. It will be noted that no

measurements are given in regard to toes of lasts because fittings are made from back of the ball of the foot, letting the toes fall naturally where they may. These fixed standards cannot of course be depended on in fittings. For in style changes a 6B will fit where the same size, for instance in another, will not. Hence the extreme necessity of individual careful fittings.

Measurements of Last

The foundation and principle in shoe making and shoe fitting is founded on the measurements and the wood put into the last or form over which the shoe is made. All last makers tell us that the fixed standard of measurements and sizes are carefully followed out regardless of the style or shape of last to be constructed. Thus, if this is true, the proportions while differing in shape are still of the same basic measurements. Now this would not necessarily mean that the shoe produced over a size 6E on one style of last would fit the same foot made in the same measurements with different shaping of the wood. For this reason the student should study these measurements based on actual sizing of the lasts over which the shoes are made. The following are measurements for standard shoe lasts:

Standard Shoe Last		LADIES'								Measurements	
SIZES		2½	3	3½	4	4½	5	5½	6	6½	7
A	Ball .	6 ⁷ / ₈	7	7 ¹ / ₈	7 ³ / ₈	7 ⁵ / ₈	7 ⁷ / ₈	7 ⁹ / ₈	7 ¹¹ / ₈	7 ¹³ / ₈	8
	Waist	6 ⁵ / ₈	6 ⁷ / ₈	7	7 ¹ / ₈	7 ³ / ₈	7 ⁵ / ₈	7 ⁷ / ₈	7 ⁹ / ₈	7 ¹¹ / ₈	7 ¹³ / ₈
	Instep	7 ³ / ₈	7 ⁵ / ₈	7 ⁷ / ₈	7 ⁹ / ₈	7 ¹¹ / ₈	8	8 ¹ / ₈	8 ³ / ₈	8 ⁵ / ₈	8 ⁷ / ₈
B	Ball .	7 ¹ / ₈	7 ³ / ₈	7 ⁵ / ₈	7 ⁷ / ₈	7 ⁹ / ₈	7 ¹¹ / ₈	7 ¹³ / ₈	8	8 ¹ / ₈	8 ³ / ₈
	Waist	7	7 ¹ / ₈	7 ³ / ₈	7 ⁵ / ₈	7 ⁷ / ₈	7 ⁹ / ₈	7 ¹¹ / ₈	7 ¹³ / ₈	8	8 ¹ / ₈
	Instep	7 ⁵ / ₈	7 ⁷ / ₈	7 ⁹ / ₈	8	8 ¹ / ₈	8 ³ / ₈	8 ⁵ / ₈	8 ⁷ / ₈	8 ⁹ / ₈	8 ¹¹ / ₈
C	Ball .	7 ³ / ₈	7 ⁵ / ₈	7 ⁷ / ₈	7 ⁹ / ₈	7 ¹¹ / ₈	8	8 ¹ / ₈	8 ³ / ₈	8 ⁵ / ₈	8 ⁷ / ₈
	Waist	7 ¹ / ₈	7 ³ / ₈	7 ⁵ / ₈	7 ⁷ / ₈	7 ⁹ / ₈	7 ¹¹ / ₈	8	8 ¹ / ₈	8 ³ / ₈	8 ⁵ / ₈
	Instep	7 ⁷ / ₈	8	8 ¹ / ₈	8 ³ / ₈	8 ⁵ / ₈	8 ⁷ / ₈	8 ⁹ / ₈	8 ¹¹ / ₈	8 ¹³ / ₈	9

HOW TO FIT SHOES

Standard Shoe Last

LADIES'—Continued

Measurements

SIZES	2½	3	3½	4	4½	5	5½	6	6½	7
D {	Ball .	7 7/8	7 7/8	7 7/8	8	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4
	Waist	7 1/4	7 1/4	7 1/4	7 7/8	8	8 1/4	8 1/4	8 1/4	8 1/4
	Instep	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	9	9 1/8	9 1/8
E {	Ball .	7 7/8	8	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	9
	Waist	7 1/4	7 1/4	8	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	8 7/8
	Instep	8 1/4	8 1/4	8 1/4	8 1/4	9	9	9	9	9 1/8

Standard Shoe Last

MEN'S

Measurements

SIZES	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
A {	Ball .	7 7/8	7 7/8	8	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	9	9 1/8	9 1/8
	Waist	7 1/4	7 1/4	7 7/8	8	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	9	9 1/8	9 1/8
	Instep	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	9	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4
	Heel	11 1/4	11 1/4	11 1/4	11 1/4	12	12 1/4	12 1/4	12 1/4	12 1/4	12 1/4	12 1/4	13
B {	Ball .	8	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	9	9 1/4	9 1/4	9 1/4	9 1/4
	Waist	7 7/8	8	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	8 7/8	9	9 1/4	9 1/4	9 1/4
	Instep	8 1/4	8 1/4	8 1/4	8 1/4	9	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	10
	Heel	11 1/4	11 1/4	12	12 1/4	12 1/4	12 1/4	12 1/4	12 1/4	12 1/4	13	13 1/4	13 1/4
C {	Ball	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	9	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4
	Waist	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	8 7/8	9	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4
	Instep	8 1/4	8 1/4	9	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	10	10 1/4	10 1/4
	Heel	12	12 1/4	12 1/4	12 1/4	12 1/4	12 1/4	12 1/4	13	13 1/4	13 1/4	13 1/4	13 1/4
D {	Ball .	8 1/4	8 1/4	8 1/4	8 1/4	9	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	10
	Waist	8 1/4	8 1/4	8 1/4	8 1/4	8 7/8	9	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4
	Instep	9	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	10	10 1/4	10 1/4	10 1/4	10 1/4
	Heel	12 1/4	12 1/4	12 1/4	12 1/4	12 1/4	13	13 1/4	13 1/4	13 1/4	13 1/4	13 1/4	13 1/4
E {	Ball .	8 1/4	8 1/4	9	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	10	10 1/4	10 1/4
	Waist	8 1/4	8 1/4	8 1/4	8 1/4	8 1/4	9	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4
	Instep	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	10	10 1/4	10 1/4	10 1/4	10 1/4	10 1/4	10 1/4
	Heel	12 1/4	12 1/4	12 1/4	12 1/4	13	13 1/4	13 1/4	13 1/4	13 1/4	13 1/4	13 1/4	14
F {	Ball .	9	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	10	10 1/4	10 1/4	10 1/4	10 1/4
	Waist	8 7/8	9	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	10	10 1/4	10 1/4
	Instep	9 1/4	9 1/4	9 1/4	9 1/4	9 1/4	10	10 1/4	10 1/4	10 1/4	10 1/4	10 1/4	10 1/4
	Heel	12 1/4	12 1/4	13	13 1/4	13 1/4	13 1/4	13 1/4	13 1/4	13 1/4	14	14 1/4	14 1/4

SCIENTIFIC SHOE FITTING AND SALESMANSHIP

Standard Shoe Last

YOUTHS'

Measurements

SIZES	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½
A {	Ball	5½ ⁰ ₂	5½ ³ ₂	5½ ⁶ ₂	5½ ⁹ ₂	5½ ¹² ₂	5½ ¹⁵ ₂	6	6½	6½	6½	6½
	Waist ..	5½ ³ ₂	5½ ⁶ ₂	5½ ⁹ ₂	5½ ¹² ₂	5½ ¹⁵ ₂	5½ ¹⁸ ₂	5½ ²¹ ₂	6	6½	6½	6½
	Instep ..	5½ ⁶ ₂	5½ ⁹ ₂	5½ ¹² ₂	5½ ¹⁵ ₂	5½ ¹⁸ ₂	5½ ²¹ ₂	5½ ²⁴ ₂	6½	6½	6½	6½
	Heel	7½ ⁰ ₂	8½ ³ ₂	8½ ⁶ ₂	8½ ⁹ ₂	8½ ¹² ₂	8½ ¹⁵ ₂	8½ ¹⁸ ₂	8½ ²¹ ₂	8½ ²⁴ ₂	9	9½
B {	Ball	5½ ⁸ ₂	5½ ¹¹ ₂	5½ ¹⁴ ₂	5½ ¹⁷ ₂	5½ ²⁰ ₂	6½ ³ ₂	6½ ⁶ ₂	6½ ⁹ ₂	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂
	Waist ..	5½ ¹¹ ₂	5½ ¹⁴ ₂	5½ ¹⁷ ₂	5½ ²⁰ ₂	5½ ²³ ₂	6½ ⁶ ₂	6½ ⁹ ₂	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂	6½ ²¹ ₂
	Instep ..	5½ ¹⁴ ₂	6½ ³ ₂	6½ ⁶ ₂	6½ ⁹ ₂	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂	6½ ²¹ ₂	6½ ²⁴ ₂	7	7½
	Heel	8½ ³ ₂	8½ ⁶ ₂	8½ ⁹ ₂	8½ ¹² ₂	8½ ¹⁵ ₂	8½ ¹⁸ ₂	8½ ²¹ ₂	9	9½	9½	9½
C {	Ball	5½ ¹⁶ ₂	5½ ¹⁹ ₂	6	6½	6½	6½	6½	6½	6½	6½	7
	Waist ..	5½ ¹⁹ ₂	5½ ²² ₂	5½ ²⁵ ₂	5½ ²⁸ ₂	6½ ³ ₂	6½ ⁶ ₂	6½ ⁹ ₂	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂	6½ ²¹ ₂
	Instep ..	6½ ³ ₂	6½ ⁶ ₂	6½ ⁹ ₂	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂	6½ ²¹ ₂	7	7	7	7
	Heel	8½ ⁶ ₂	8½ ⁹ ₂	8½ ¹² ₂	8½ ¹⁵ ₂	8½ ¹⁸ ₂	9	9	9	9	9	9
D {	Ball	6½ ³ ₂	6½ ⁶ ₂	6½ ⁹ ₂	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂	6½ ²¹ ₂	6½ ²⁴ ₂	7	7½	7½
	Waist ..	5½ ²⁰ ₂	6½ ³ ₂	6½ ⁶ ₂	6½ ⁹ ₂	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂	6½ ²¹ ₂	6½ ²⁴ ₂	7½	7½
	Instep ..	6½ ³ ₂	6½ ⁶ ₂	6½ ⁹ ₂	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂	6½ ²¹ ₂	6½ ²⁴ ₂	7	7½	7½
	Heel ..	8½ ⁹ ₂	8½ ¹² ₂	8½ ¹⁵ ₂	8½ ¹⁸ ₂	9	9	9	9	9	9	9
E {	Ball	6½ ⁶ ₂	6½ ⁹ ₂	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂	6½ ²¹ ₂	7	7½	7½	7½	7½
	Waist ..	6½ ⁹ ₂	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂	6½ ²¹ ₂	6½ ²⁴ ₂	6½ ²⁷ ₂	7½	7½	7½	7½
	Instep ..	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂	6½ ²¹ ₂	6½ ²⁴ ₂	6½ ²⁷ ₂	6½ ³⁰ ₂	7½	7½	7½	7½
	Heel	8½ ¹² ₂	9	9½	9½	9½	9½	9½	9½	9½	10	10½
F {	Ball	6½ ⁹ ₂	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂	6½ ²¹ ₂	7½	7½	7½	7½	7½	7½
	Waist ..	6½ ¹² ₂	6½ ¹⁵ ₂	6½ ¹⁸ ₂	6½ ²¹ ₂	6½ ²⁴ ₂	7	7½	7½	7½	7½	7½
	Instep ..	6½ ¹⁵ ₂	7½	7½	7½	7½	7½	7½	7½	7½	8	8
	Heel	9½	9½	9½	9½	9½	9½	9½	10	10½	10½	10½

Standard Shoe Last

BOYS'

Measurements

SIZES	1	1½	2	2½	3	3½	4	4½	5	5½
A {	Ball .	6½	6½	6½	6½	7	7½	7½	7½	7½
	Waist	6½	6½	6½	6½	6½	7	7	7	7
	Instep	7	7	7	7	7	7	7	8	8
	Heel	10	10½	10	10½	10½	10½	10½	11	11½
B {	Ball .	6½	6½	7	7½	7½	7½	7½	7½	7½
	Waist	6½	6½	6½	6½	6½	6½	6½	6½	6½
	Instep	7	7	7	7	7	7	7	7	7
	Heel	10	10	10	10	10	10	10	10	10

HOW TO FIT SHOES

Standard Shoe Last

BOYS'—Continued

Measurements

SIZES	1	1½	2	2½	3	3½	4	4½	5	5½
C {	Ball .	7	7½	7	7	7½	7	7½	8	8½
	Waist	6½	7	7	7	7½	7	7½	7½	8
	Instep	7	7½	7	7	7½	7	7½	8	8½
	Heel	10½	10½	10½	10½	11	11	11	11½	11½
D {	Ball .	7	7½	7½	7½	7½	8	8½	8½	8½
	Waist	7	7½	7½	7½	7½	7½	8	8½	8½
	Instep	7	7½	8	8½	8½	8½	8½	8½	8½
	Heel	10	10½	11	11½	11½	11½	11½	11½	11½
E {	Ball .	7½	7½	7½	7½	8	8½	8½	8½	8½
	Waist	7½	7½	7½	7½	8	8½	8½	8½	8½
	Instep	8	8	8	8½	8½	8	8½	9	9½
	Heel	11	11½	11	11½	11½	11½	11½	12	12½
F {	Ball .	7	7½	8	8½	8½	8½	8½	8½	8½
	Waist	7	7½	7½	8	8½	8½	8½	8½	8½
	Instep	8	8	8½	8½	8½	9	9	9	9
	Heel	11	11	11½	11	11½	12	12	12	12

Standard Shoe Last

MISSES'

Measurements

SIZES	11	11½	12	12½	13	13½	1	1½	2
A {	Ball	5½	5½	6	6½	6½	6½	6½	6½
	Waist	5½	5½	5½	6	6½	6½	6½	6½
	Instep . . .	6	6	6	6½	6	7	7½	7½
B {	Ball	6	6½	6½	6½	6½	6½	6½	7
	Waist	5½	6	6½	6½	6½	6½	6½	6½
	Instep . . .	6½	6½	6½	6½	7	7	7	7½
C {	Ball	6½	6½	6½	6½	6½	7	7½	7½
	Waist	6½	6½	6½	6½	6½	6½	7	7½
	Instep . . .	6½	6½	7	7½	7	7½	7½	7½
D {	Ball	6½	6½	6½	6½	7	7½	7½	7½
	Waist	6½	6½	6½	6½	7	7½	7½	7½
	Instep . . .	7	7½	7	7½	7½	7½	7½	8
E {	Ball	6½	6½	7	7½	7½	7½	7½	7½
	Waist	6½	6½	6½	7	7½	7½	7½	7½
	Instep . . .	7½	7½	7	7½	7½	8	8½	8½

Standard Shoe Last

CHILD'S

Measurements

	SIZES	6	6½	7	7½	8	8½	9	9½	10	10½
A	Ball .	4 1/8	4 1/4	5 1/8	5 1/4	5 3/8	5 1/2	5 1/4	5 1/2	5 3/4	5 3/4
	Waist	4 1/8	4 1/4	5 1/8	5 1/4	5 3/8	5 1/2	5 1/4	5 1/2	5 3/4	5 3/4
	Instep	5 1/8	5 1/4	5 1/4	5 1/2	5 3/4	5 1/2	5 1/2	5 3/4	6	6 1/4
B	Ball .	5 1/4	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
	Waist	5 1/4	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
	Instep	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
C	Ball .	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
	Waist	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
	Instep	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
D	Ball .	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
	Waist	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
	Instep	6	6 1/4	6 1/4	6 1/4	6 1/4	6 1/4	6 1/4	6 1/4	6 1/4	6 1/4
E	Ball .	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
	Waist	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
	Instep	6 1/4	6 1/4	6 1/4	6 1/4	6 1/4	6 1/4	6 1/4	6 1/4	6 1/4	6 1/4

These sizes are divided, for the convenience of the student in shoe fitting, into the following classes. They show also the measurements in lengths of the various sizes by inches.

Infants' Sizes 0 to 5

- Size 0 measures in length 4 inches.
- Size 1 measures in length 4 1/3 inches.
- Size 2 measures in length 4 2/3 inches.
- Size 3 measures in length 5 inches.
- Size 4 measures in length 5 1/3 inches.
- Size 5 measures in length 5 2/3 inches.

Children's Sizes Run from Sizes 6 to 8

- Size 6 measures in length 6 inches.
- Size 7 measures in length 6 1/3 inches.
- Size 8 measures in length 6 2/3 inches.

Children's Sizes, Second Run, 9 to 11

- Size 9 measures in length 7 inches.
- Size 10 measures in length 7 1/3 inches.
- Size 11 measures in length 7 2/3 inches.

HOW TO FIT SHOES

Youths' and Misses' Sizes, 12 to 2

Size 12 measures in length 8 inches.

Size 13 measures in length $8\frac{1}{3}$ inches.

Size 1 measures in length $8\frac{2}{3}$ inches.

Size 2 measures in length 9 inches.

Boys' Sizes, $2\frac{1}{2}$ to 5

Size $2\frac{1}{2}$ measures in length $9\frac{1}{2}$ inches.

Size 3 measures in length $9\frac{1}{3}$ inches.

Size 4 measures in length $9\frac{2}{3}$ inches.

Size 5 measures in length 10 inches.

Women's Sizes 2 to 8

Size 2 measures in length 9 inches.

Size 3 measures in length $9\frac{1}{3}$ inches.

Size 4 measures in length $9\frac{2}{3}$ inches.

Size 5 measures in length 10 inches.

Size 6 measures in length $10\frac{1}{3}$ inches.

Size 7 measures in length $10\frac{2}{3}$ inches.

Size 8 measures in length 11 inches.

Men's Sizes 6 to 12

Size 6 measures in length $10\frac{1}{3}$ inches.

Size 7 measures in length $10\frac{2}{3}$ inches.

Size 8 measures in length 11 inches.

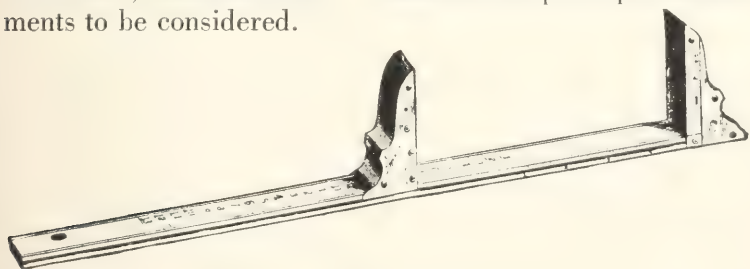
Size 9 measures in length $11\frac{1}{3}$ inches.

Size 10 measures in length $11\frac{2}{3}$ inches.

Size 11 measures in length 12 inches.

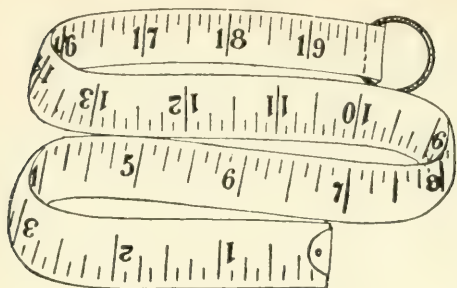
Size 12 measures in length $12\frac{1}{3}$ inches.

The above measurements in length are the measurements at the ball, waist and heel. These are the principal measurements to be considered.



Standard Measurement Stick for Shoe Fitters.

The equipment for shoe fitters is, first, the standard foot measurement stick, a rule showing the measurements in inches and the measurements of shoes in sizes given on the top surface of the rule. As an adjunct a shoemaker's measuring tape should be used.



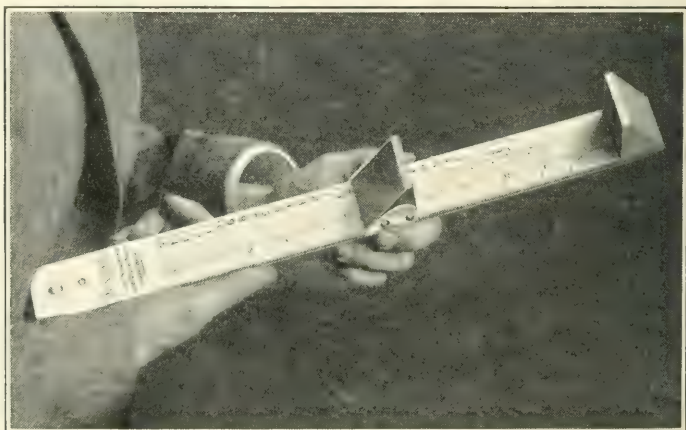
Shoemaker's Measuring Tape.

The measuring of the length in fitting shoes is very important, because more malformations and deformities are caused by shoes fitted too short than by those fitted too narrow or too wide.

The foot is placed on the measuring stick and the weight of the body borne on it. The reason for this is to allow for the natural expansion of the normal foot and the elongation of the abnormal, weakened or flat foot, so as to still allow sufficient length to the foot in the standing upright position.

Practically all feet expand slightly when the weight of the body is placed upon them. The natural expansion should not be over one-sixteenth to one-quarter inch. If there is more elongation present it is due to weakness of the Longitudinal arch, allowing the foot to spread and elongate.

When the foot is measured with the weight upon it, an allowance of one and one-half to two and one-half sizes for proper length should be made, if the ordinary measuring



Foot Measure and Shoe Size Indicator.

HOW TO FIT SHOES

stick is used. In other words, the length of shoe selected should measure that much longer than the entire length of the foot in a standing position.

Dr. Scholl's Foot Measure and Shoe Size Indicator, so widely and successfully used by shoe fitters, is designed to designate the exact length of shoes, thus obviating the allowance of additional sizes necessary with the standard measure stick.

The present method of shoe fitting and measurements is based principally on the length, and the fitting of the shoe in width is left to the discretion and good judgment of the fitter. The shoe dealer or shoe fitter who has had sufficient experience can usually recognize the width of shoe by the appearance of the foot, with the help of the measurement of the length of foot on the measuring stick.

The foot measure provides an allowance of three sizes over standard measurements and also gives the width of the shoe, being based on a carefully studied out chart or scale of measurements. This feature automatically acts as a means of safety in all shoe fittings.

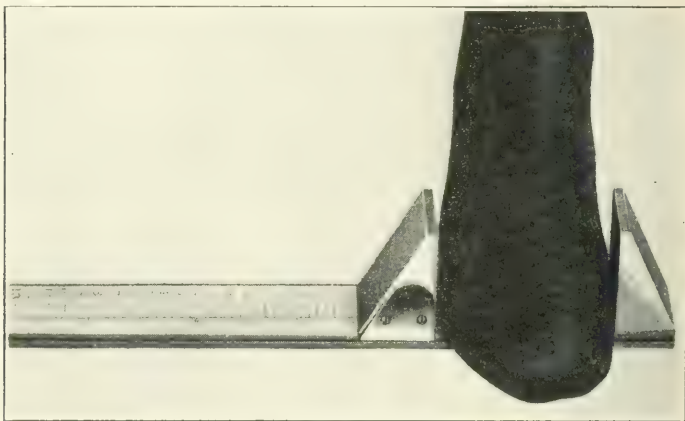
To obtain length the foot is placed on the foot measure. Then press the longest toe firmly down on the scale. It is



In measuring the foot for length, it is always advisable to press down on the great toe joint, as occasionally it is flexed or contracted, which might cause fitting of the shoe too short.

important to press the longest toe down, as many times there is a slight contraction or flexion of the great or second toe. Then the slide is pushed against the longest toe—the foot removed—and the scale indicates correct length. To obtain

the width, the measure device is reversed crosswise and the heel end stop is placed at the great toe joint, carefully centered. Follow the slide against the little toe joint and the number registered when referred to on scale of length gives the width required.



After the length measurement is made, then the foot is measured for width. Dr. Scholl's Foot Measure and Shoe Size Indicator is used for this purpose.

Any disturbances of the foot, such as deformed toes, ingrowing toe-nails, weakened transverse arch, weakened longitudinal arch, broken-up arch, can be traced directly to the wearing of short shoes. Bunions, enlarged joints, crooked toes, can also be traced to short shoes.

Now, as regards to what constitutes a good fit, the following rules should be carefully carried out: First, the correct length, one and one-half to two and one-half sizes longer than the actual measurement of the foot (if the ordinary sizing stick is used); second, width, sufficient width at the ball to allow for the natural spread of the foot at that point without compressing the foot; third, a snug fit through the heel and instep; fourth, if a lace shoe or oxford, the top stay should not come close together, but expanding enough to permit of enough space to enable one to draw the top or instep of the shoe snug without meeting. Care should be taken in the selection of a shoe so as to allow a sufficient space over the toe

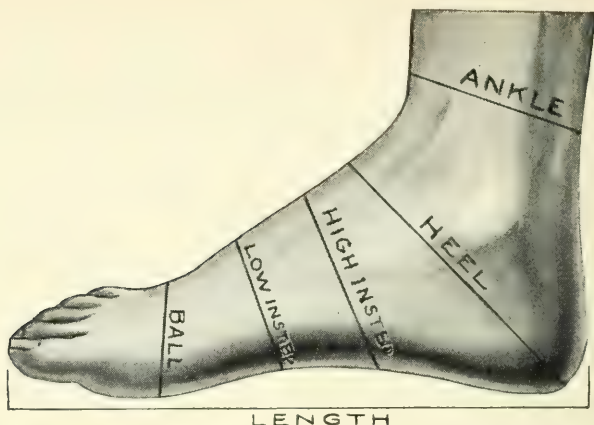


The expert shoe fitter carefully holds the foot while drawing on the shoe

cap or seams to prevent restriction to foot action. The style of heel must depend upon the customer, and the style of heel previously worn must be taken into consideration. Women who have habitually walked on high heels should be permitted to continue to wear them unless the change is made by very small degrees.

If a foot poised for a high heel is put into a low heel shoe, the balancing of the whole body is disturbed, to say nothing of what it will do to the foot; but remember that a great many disturbances, nervousness and other conditions result. The poise of the foot accustoms itself, and the ligamentous and muscular attachments are likewise adjusted to that poise.

In the fitting of shoes, and in the correction of foot troubles, it is necessary to remember that nearly everyone who has to a degree deformed feet as a result of improper shoes since childhood, and after they have reached an age in life where development is completed, it is quite difficult to make any alterations in the skeleton of the foot. This should not be forgotten in shoe fitting, and in the selection of footgear for corrective purposes.



Illustrating measurements used in the manufacture of shoes.

The flat heeled, broad toed type of shoe, and the extreme patterns of corrective shoes following the theory of Meyer in drawing a straight line through the center of the heel to the center of the great toe, cannot be thoroughly depended upon as good fitters for reasons previously stated. Therefore, shoes should be constructed over lasts designed on anatomical principles constituting a perfectly normal foot. And while, in so doing, one is carried a considerable distance from the present day type, that construction will permit nature to assert herself. Shoes having a straight or nearly straight inside line are preferable.

There is probably no factor so important in the causation of foot weakness and disturbances as that of the shoe. Shoe fitters and clerks in shoe stores should be posted on the mechanical construction of the foot. They must understand that there are various types of feet, those having high arches, low arches, the long, slender foot, the short, wide foot, and the feet that are abnormally thick and abnormally thin, in large and small sizes. Then, one must know the elastic movements of the foot, and what is required in different ages and in different occupations and climates, and it has been proved time and again that the requirements of the foot are different at different ages. In infancy the foot is broad at the toes

and narrow at the heel, and the bones are soft and tender. It is at this period that the foot is growing rapidly, and like all other organized bodies under similar circumstances, the feet are very easily distorted and injured by external pressure. Therefore, at this age great care must be taken so that the child arrives at maturity free from deformity caused by ill-fitting shoes. I am glad to notice that within the past ten years wonderful strides in the manufacture of children's shoes have been made, and instead of crowding the foot into a pointed toe shoe it is now allowed to glide into the orthopedic shape shoe, leaving room for the five toes.

Between the ages of nine and fourteen extreme care must be taken in fitting children's feet, because there is considerable expansion and growth at this period, and but very little thought or care is given to the feet by themselves. From the age of fourteen to twenty-one years the foot gradually assumes a more mature form, the Tarsus becoming thicker, but during this age young people are more apt to have notions of fashion and style, and cramp their feet into narrow toed and short shoes.

There is much to be said also in the application of the shoe fitting knowledge to persons of old age. The foot having attained its maturity is still, however, subject to changes peculiar to organic life, such as the daily waste repairs, and wear and tear from exercise, consequently provision must be made allowing free action in these respects. It is in older age that muscular weakness, such as weakened foot and flat foot, develops.

Then again provision must be made for the corpulent men and women, where there is rigidity of the structure of the feet and limbs, and a further provision must be made for occupations requiring persons to be long hours on their feet.

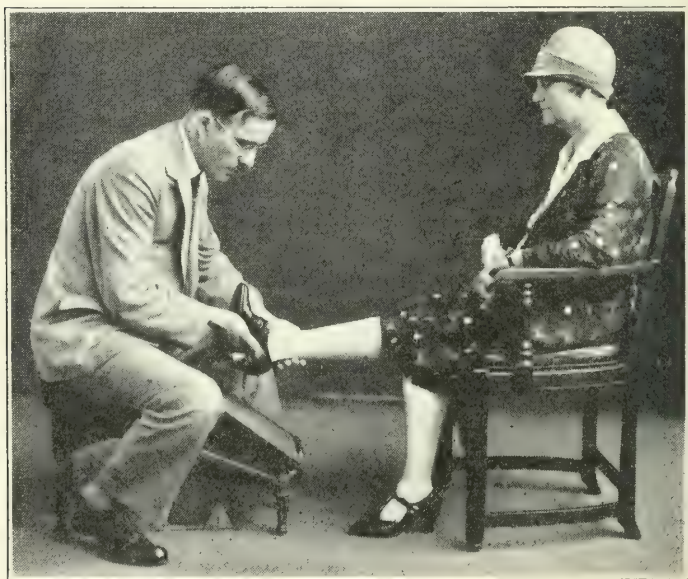
If feet are fitted properly, and no structural weakness exists, there should be no more discomfort to the feet than to the hands, independent of the fact that the body's weight is carried constantly on them. It must be stated that the mechanical construction of the human body is such that due allowance has been made for the work imposed upon its members.

Many shoes although of similar design and of the same size vary considerably in actual measurements. This is due often to remodeling of lasts and to the designer's personal ideas. Other times sizes vary on account of shape of last, style of toe, or actual construction of the shoe itself.

This condition greatly affects the accuracy of shoe fitting and no greater example could be referred to than the experience of army shoe fitters during the war. Inspectors found sizes varying from one to three sizes.

In presenting a shoe to the prospective customer, it is always best to place it on the foot and in a size that insures a correct fit. Shoes have a better appearance on the foot in motion, as in standing or walking, and it is much easier to close the sale.

Frequently two pairs can be sold instead of one if the shoe fitter uses tact in calling the customer's attention to some feature such as a new style or some feature that has an appeal.



In fitting low shoes or slippers a shoe horn should always be used

To be an expert, the shoe fitter should possess the necessary qualifications, and following knowledge:

First. Knowledge of the structure of the human foot, bones, muscles, ligaments and tendons.

Second. Be able to recognize abnormal from normal feet.

Third. Be able to detect the variations in feet, and intelligently assist in fitting the normal foot to preserve its normal condition.

Fourth. To know how to thoroughly examine abnormal feet and when the cause of the abnormality is found, know how to provide correction.

Fifth. To know from symptoms, such as callosities, corns, soft corns, bunions, etc., that these may be produced by slight bone displacements, and to have the correct shoes and appliances to relieve the underlying cause, with an object in view of correcting the abnormality.

Sixth. To be able to detect the weak, flexible foot that requires mechanical aid, and have knowledge of fitting and adjusting appliances to give relief.

Seventh. To have a knowledge of shoe making, of modern shoe construction, and be able to judge the fitting qualities of shoes, whether they are extreme of fashion or modified orthopedic shoes, and apply the right shoe on the right foot.

Eighth. To be able to recognize abnormal conditions from the manner in which the old shoes have been worn.

All men and women do not walk in the same manner. This may be due to physical defects, weakness in the muscular control, false positioning of the structures, and also due to occupations in the varied walks of life. Old men and women walk considerably different, due to the general declining condition of the tissues. Tall persons walk with a different stride than the short, stout people. Old people who walk with their heads bowed are obliged to bend the knees to preserve their equilibrium. Women who have always worn high heel shoes and have then changed to low heels are obliged to change their gait to maintain their equilibrium. Women, towards the end of pregnancy, walk with the upper

part of their frame thrown upward to maintain their equilibrium, which changes their gait in walking. Persons whose shoes are short make indentations in the inner cap of the toe of the shoe, and the end of the toe of the sole is usually stubbed off. Persons with severe, irritating corns throw their weight on the heel so as to avoid pressure. Persons with bunions, enlarged toe joints, which may be caused by weak arch or flat foot, wear their shoes to the outside in an endeavor to avoid pressure. Those with weak ankle and flat foot wear off the inner border of the heels, owing to the overbalancing of the weight on the inner border of the arch.

Persons having Metatarsalgia or weakened foot in the anterior arch spread the uppers of the shoe across the ball of the foot from the outside edge of the sole, and will frankly admit that no shoe seems to hold its shape.

Women having arch weakness complain of slippers and low shoes bulging on the sides, and are not successful in securing a neat fit. Slipping at the heel is also frequently due to a weakness of the arch.

How "Breaking In" Problem Can Easily Be Solved

One of the most serious problems of the shoe business has been the fear that many people have of "breaking in" new shoes. Even with perfectly formed feet, fitted with the best of shoes, immediate comfort is not always possible. Shoes must be worn to conform to the feet. Often they do not fit with ease any more than does a new glove fit the hand. Leather both in the upper and soles is stiff and unyielding.

Sometimes a slight friction, even though it be ever so slight, causes a tender spot. Left unprotected it develops into a blister, a corn or a bunion.

When a customer complains a shoe "bites" here or there, explain to her, if it is a woman, that the shoe fits well and that the discomfort will end in a day or so. Tell her that if she will put a Dr. Scholl Zino-pad on the spot that all pain will disappear. As Dr. Scholl's Zino-pads are made in three sizes for corns, callouses and bunions, they can be recommended for all parts of the feet. They simplify the fitting of bunion feet, and when applied to callouses on the sole pre-

HOW TO FIT SHOES

vent the burning sensation that many experience in walking about in new leather. They prevent painful rubbings on the toes—the start of corns—and can be used very efficaciously on the instep where painful ridges often are cut by new footwear.

Likewise in fitting oxfords, pumps or slippers, they prevent chafing on the heel, which is a common complaint heard



Showing a method for determining the correct heel height. Women who have worn, and are accustomed to wearing, an extremely high heeled shoe can do so without discomfort, as nature causes a shortening of the posterior muscles of the leg. Where this shortening or contraction has taken place, the customer is more comfortable in a high heeled shoe.

in the shoe store. This method of fitting—really giving old shoe comfort to new shoes—is used in thousands of the best stores in the country. It lessens sales resistance and it speeds up sales in addition to giving the shoe man the opportunity of making the extra sale of a package of Zino-pads.

Never Make Sudden Changes in the Height of the Heel

As to the height of the heel the fitter must use good judgment. If a customer, say a woman, has been wearing high heels for years and suddenly shifts to a low heel, she will experience pains in the calf of the leg, due to the fact that

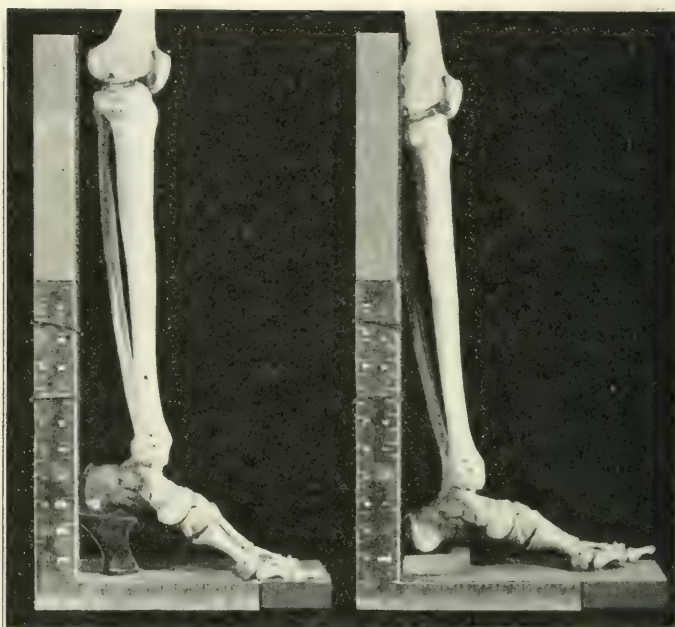


Illustration at the left shows the skeleton, foot and leg bones or framework of the body, properly supported and aligned in a high heel shoe. Picture at the right shows the effect of dropping into a low heel shoe. Note the change in posture and what effect this might have on the body.

the drop in the heel height has caused a stretching of the big muscles of the calf which fasten to the heel bone through the Tendon Achilles. These muscles, during the period the person wore high heels, became shortened and the sudden pull caused by the lowered heel resulted in a protesting pain. If a shift to low heels is desired it should be made gradually to accustom Nature to the change.

HOW TO FIT SHOES

Haven't you often had persons, young women for instance, who played tennis, come in and complain of pains in their legs? The reason was they suddenly changed from a high heel to a shoe with almost no heel. In children or "flappers" the change makes little difference but in older persons there



The trained salesman knows what to say -when to say it and how to say it. There is science to salesmanship not haphazard guess-work.

is pronounced pain. One little device of great service is Dr. Scholl's Heel Cushions. These supply the needed elevation in the low heeled shoe and aid the person in the process of becoming accustomed to the change. Many dealers never sell a pair of sport shoes without Heel Cushions. Some even sell them in half dozen lots, a pair for each pair of shoes.

REVIEW QUESTIONS FOR LESSON NO. 21

- 1—What percentage of foot troubles can be traced to misfit footwear?
- 2—What is the proper way to find the correct length of a foot?
- 3—What is the proper way to measure a foot for width?
- 4—Why should measurements be taken with and without weight on the foot?
- 5—What is the size range in Men's Shoes? Women's? Misses?
- 6—What is the correct method to determine heel height?
- 7—How can the "breaking in" problem be easiest solved?
- 8—Why is a sudden shift in heel heights inadvisable?

LESSON NO. 22

The Fitting of Arch Supports

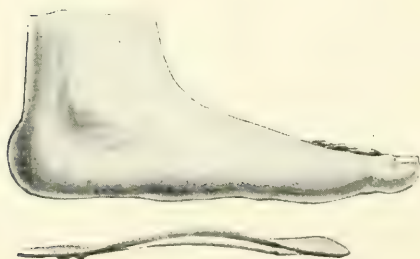
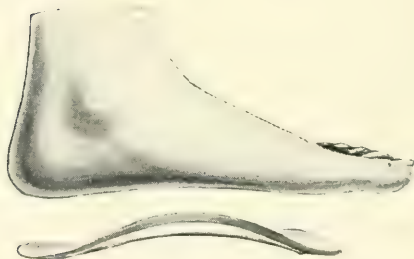
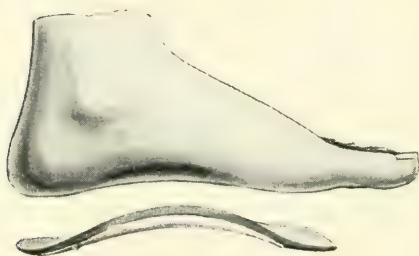
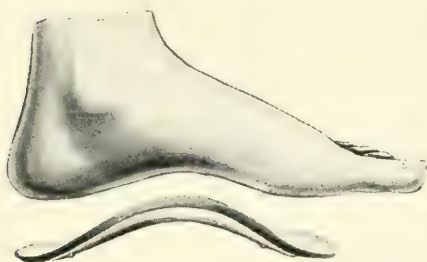
How a Fallen Arch Is Gradually Brought Back to Normalcy—Why Only Special Tempered Metal Supports Can Produce Results—The Great Need of Arch Supports—How They Now Are Made in Shoe Sizes—Use of the Arch Fitting Machine—How to Make Adjustments—Different Supports Required for Different Shoes.

In this chapter is shown the modern method of correcting a weak or fallen arch, commencing with a very low elevation. The arch of the foot has been gradually corrected until it is brought back to its normal contour and comfortable usefulness and efficiency, as shown by the illustrations on the next page. Hours might be spent in demonstrations and on actual clinic cases that would be no more convincing or more enlightening to the student than can be depicted by these photographic illustrations.

This is the original Dr. Scholl system of foot correction and only Supports made of special tempered, non-corrosive metal, that can be altered will accomplish these results.

The scientific shoe fitter, having acquired a knowledge of foot anatomy and having learned by experience to be observant, should be able to recognize the different types of feet and how to fit them and also possess knowledge on how to properly fit Arch Supports and corrective appliances.

The deeper one gets into the study of irregular shaped feet, of abnormal feet, of weak feet, flat feet, flexible, elongating feet—the more one recognizes the need of scientific Arch Supports. The first rule to be applied in this work is to be able to select the right style or type Arch Support, and



Here are shown the various steps in the correction of a fallen arch. In the illustration at the bottom appears the foot in its original condition. The arch support is very low. A few weeks later after the foot structure becomes accustomed to its new elevation it is raised. At later periods, intervening possibly a week, the support is again raised until the foot assumes its natural contour, as shown in the illustration. This progressive, gradual adjustment is the scientific, logical way of correction. There is no substitute for this method as it is sure, accurate and will not only give quick relief to your customer but will permanently correct the condition and restore the arch to normal. Other methods or the use of soft rubber or leather appliances must depend on the shank of the shoe, which, after being worn a short time flatten down and defeat their purpose.

HOW TO CORRECTLY FIT SUPPORTS

then the correct size. Many Supports are now made in shoe sizes, which, however, is only a guide to correct fitting.

When fitting the weak, flexible foot with a very high arch, with the foot relaxed, it is necessary to select an appliance that will allow for increased elevation without making it too short



Illustration shows the Arch Fitting Machine, which is the recognized equipment necessary to adjust, raise or lower Arch Supports to fit the foot and shoe. Every up to date shoe store should have this equipment and be prepared to properly adjust Supports to fit the different types of shoes as well as the foot. It helps the shoe fitter to give a complete fitting service.

under the heel or at the ball. The best rule to use is to fit from heel to ball, as previously explained. Then place the Support in position against the foot and see that it meets the contour of the arch while the foot is relaxed. It can then be placed in the Arch Fitting Machine and slightly raised or lowered until it fits all points of the arch. It is important that the Arch also fit the shoe—that is, when it is placed inside the shoe the heel part should set firmly into the heel



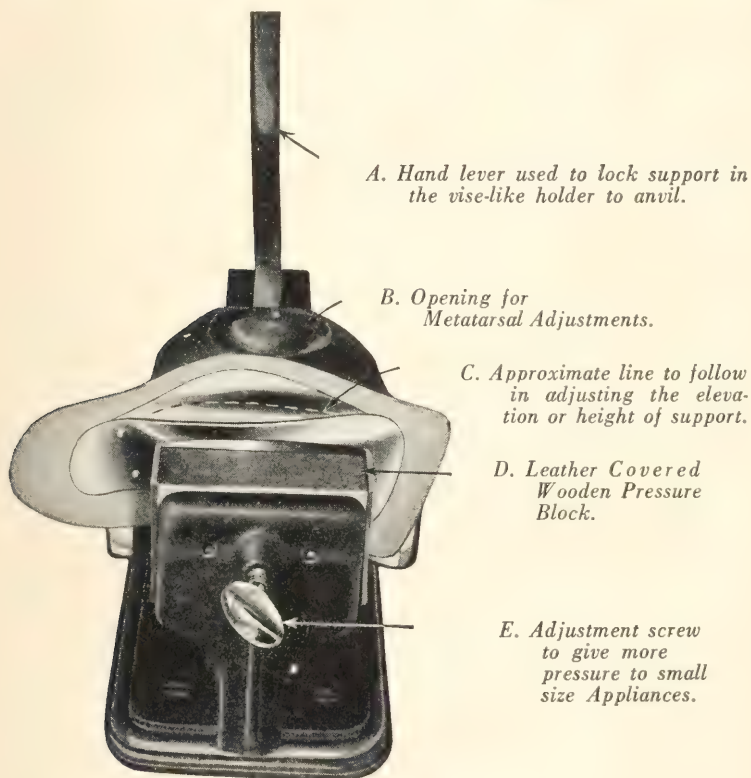
Here are shown illustrations to portray the different styles of shoes as affecting the balance or heel pitch.

The different types of shoes and different heel heights require special adjustments. The expert shoe salesman quickly understands that the support must fit first the foot, and second the shoe. A support that fits the low heeled sport oxford will not fit the same customer's high heeled oxford, pump or dancing slipper. This should be explained to every purchaser of Arch Supports. By intelligently explaining this important fact to the customer sales of additional pairs of Arch Supports can be made and at the same time give better satisfaction to the customer.

HOW TO CORRECTLY FIT SUPPORTS

seat of the shoe, and the forward end should rest just forward of the shank at the ball without any tipping up or down.

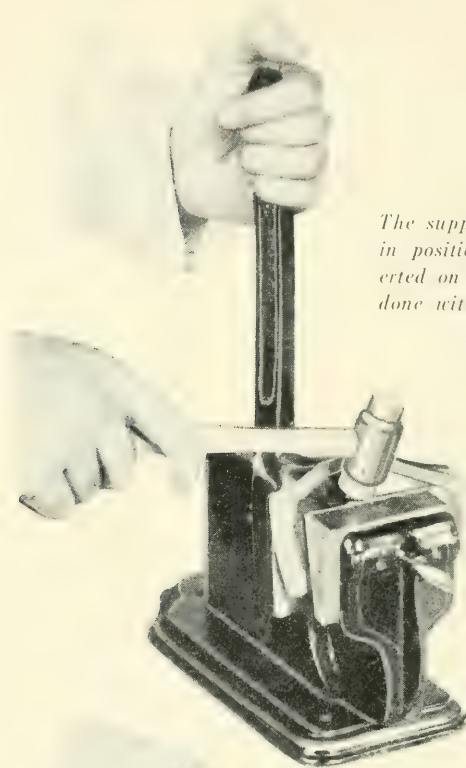
In high heeled shoes it is necessary to slightly elevate the Support at the heel part of the Support to make it set firmly



Important points to know about the Arch Fitting Machine: It is a vise-like machine, with pressure block, conforming anvil, Metatarsal adjustment extension and automatic locking hand lever. It is patented.

into the shoe without causing the heel to slip up or down when the shoe is worn.

The alert shoe salesman will point out to the customer that different Supports are required for different shoes, and in this way a more efficient fitting job can be done, and at the

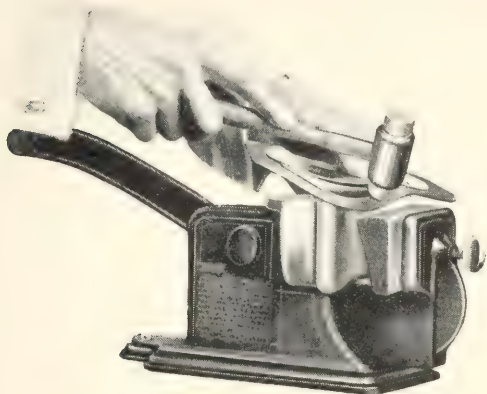


The support can be rigidly held in position by the pressure exerted on the lever. This can be done without the locking of the pressure block.

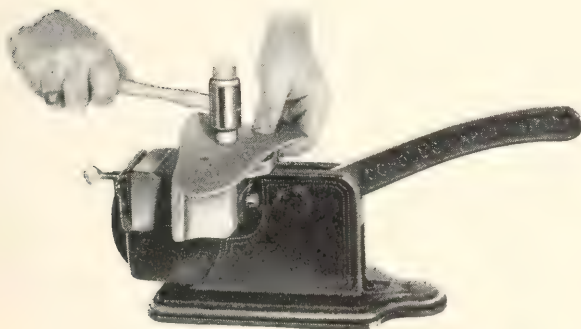


Showing method of elongating heel seat of the support for a long heel or where the posterior arch is down. This operation shortens the elevation of the arch and elongates the distance from the end of the leather from the beginning of the arch elevation.

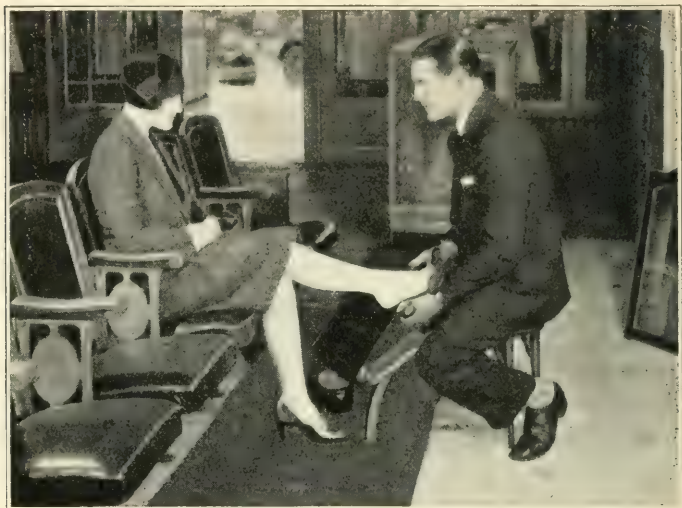
HOW TO CORRECTLY FIT SUPPORTS



After the support has been applied to the foot and the correct adjustment ascertained, this shows how any rough edges can be nicely smoothed out. This operation is also necessary where the support has been lowered and which may leave a slight kink or depression in the flange. Student will note that the edges of the flange which lay against the foot and the lining of the shoe should be smooth to give it a workmanlike finish.



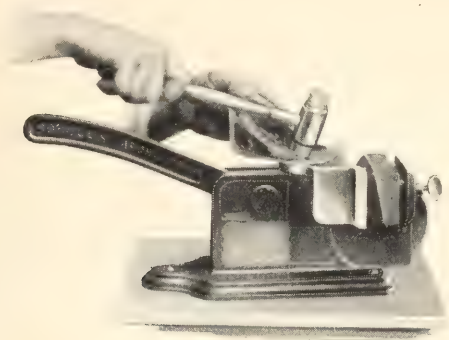
To lower the Arch Support place it metal side down on the top of the anvil and gently tap it on the leather surface with the rawhide-faced hammer. To avoid marring the leather, hard blows should not be struck.



When the Support is properly fitted, there is a feeling of comfort and of security when the customer stands. The expert salesman can quickly sense the correct fitting by the way the Support fits into the arch and against the bottom of the foot, as shown in this illustration.

same time the sales instead of one pair of Arch Supports may be increased to two or three pair.

In making adjustments, it is well for the student to experiment on an old Support, giving it all of the different elevations and adjustments and personally testing out the effects of these alterations in his own shoes. It is important to bear in mind that if the customer wears low heeled shoes, such as tennis or golf shoes, the Support should be fitted especially to that type. A support that fits the foot properly in a low heeled shoe cannot be worn in an extremely high heeled shoe without slipping at the heel. This is very important.



Showing the Anterior Metatarsal Arch Support placed over the oval opening in the anvil, using the rawhide-faced hammer in making the elevation. In ordinary cases it is not necessary to roll the leather. The elevation in the metal may be made by simply placing the Support over the oval opening.

A rawhide-faced mallet or hammer should always be used. Steel hammers will mar the Silveroid and will also leave sharp edges and dents which will induce breakage. The tapping should be done gently. Heavy pounding is not necessary.

In making adjustments, it is unnecessary to vitally change the general shape and contour of the support except in extreme cases. The anatomical curves along the outer edge, when fitted, should remain unbroken and without dents or sharp bends.

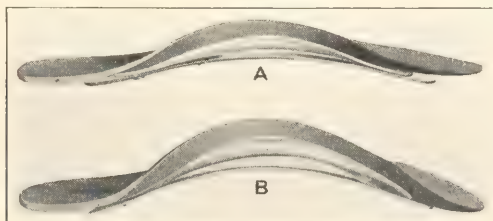
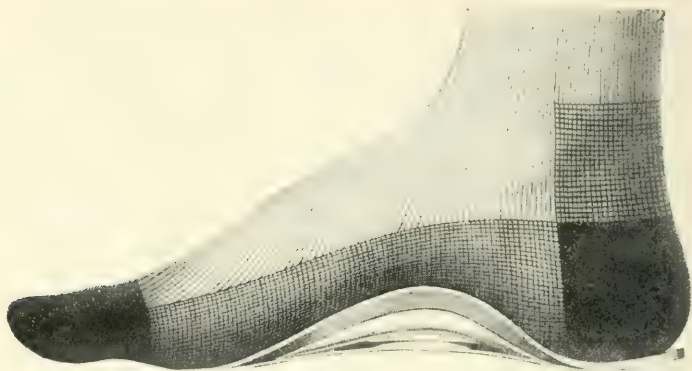
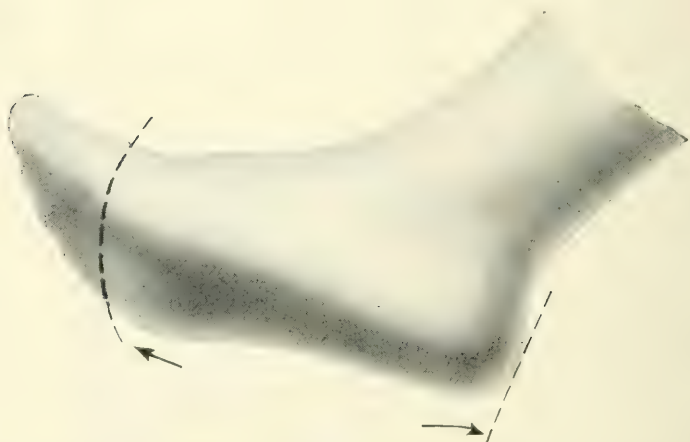


Illustration "A" shows the low elevation of an Arch Support that has been adjusted to fit what might be termed a lower or fallen arch. It was then gradually elevated to fit the improved condition of the arch as shown by illustration "B."

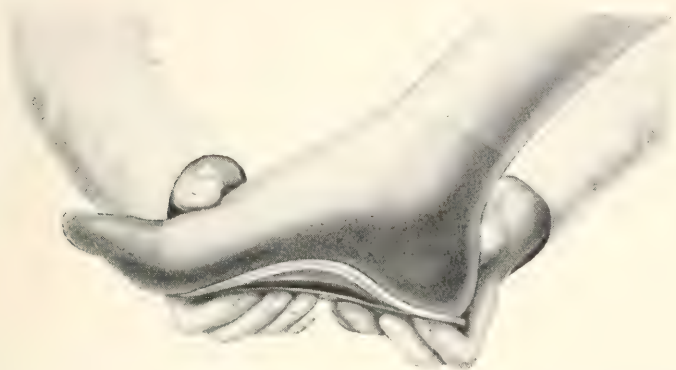


An Arch Support fitted to a foot, showing the even lines and perfect fitting along the inner side of the arch, the extension of the leather under the rounded part of the heel so it will set well back into the shoe and the forward end which extends to the great toe joint.

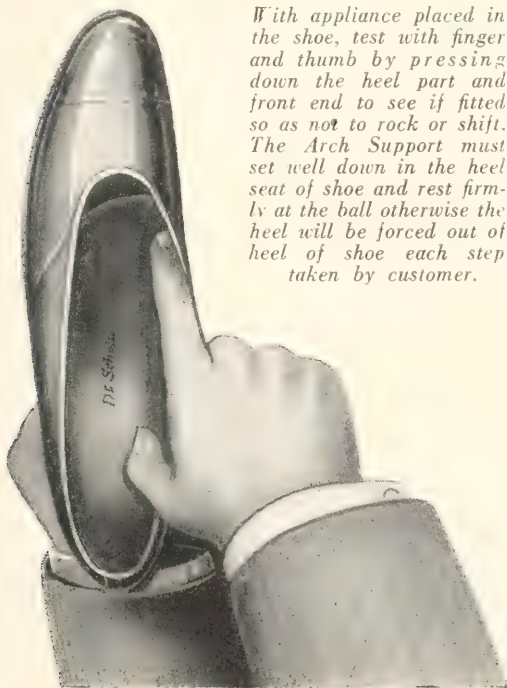


The dotted line shows the proper way of determining the correct size Arch Support independent of shoe size, and the customer should be fitted between these two points (heel to ball). It is important always to have the leather come flush with the heel and the skived part come forward to the bend of the great toe.

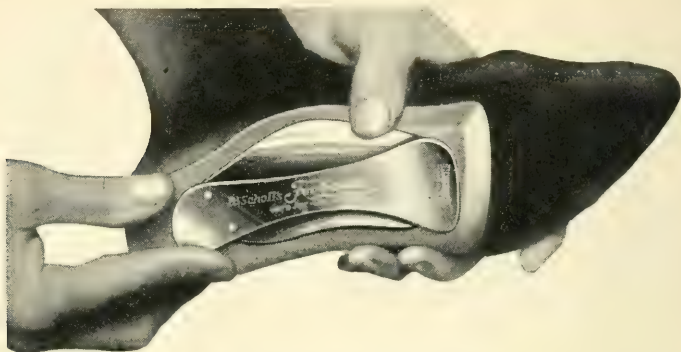
HOW TO CORRECTLY FIT SUPPORTS



After the correct length is obtained and when the fitting is completed it should fit smoothly and evenly at all points. If the Arch Support is fitted in this manner it will usually feel comfortable to the customer.



With appliance placed in the shoe, test with finger and thumb by pressing down the heel part and front end to see if fitted so as not to rock or shift. The Arch Support must set well down in the heel seat of shoe and rest firmly at the ball otherwise the heel will be forced out of heel of shoe each step taken by customer.



The support should fit all points of the arch flush from the heel to the metatarso-phalangeal articulation of the great toe joint. All of Dr. Scholl's appliances are based on this fitting.

All arch supports require fitting to the foot and shoe. In this age of fancy styles, combination lasts and low cut pumps and slippers the shoe salesman is called upon to do a more important job than usual.



Showing Dr. Scholl's Anterior Metatarsal Arch Support and the area where elevation should be made to support the depressed Metatarsal head or heads.

REVIEW QUESTIONS FOR LESSON NO. 22

- 1—Why will adjustable metal supports only bring results in arch correction?
- 2—Why is the choice of the right support so important?
- 3—What instruments are used in adjusting arch supports?
- 4—What is the correct way to fit an arch support?
- 5—What particular action is necessary in fitting supports in high heeled shoes?

PROFITABLE READING FOR THE SHOE MAN

Books That Take the Student Further Into the Study of Scientific Shoe Fitting—Where Charts Are Used, and How Anatomical Models Bring Out Clearly to the Customer What the Shoe Man Is Trying to Do for Him.

As a lawyer, a physician, or an engineer or any professional man has a library, instruments, etc., peculiar to his calling, so has the scientific shoe man.

Like them he is ever a student seeking further light on the subject that he has made his life work. Probably there is no literature on the foot that has been more widely read by shoe men than Dr. Scholl's Practipedic Reference Guide. Though it is small and can be carried in the pocket it contains almost 200 pages of solid information—everything you want to know about feet—and put up in such a way that you can find anything you want in a few seconds. Its study really is an advanced course for the man who has mastered this course in salesmanship.

Another work that is studied and used continually by the leading shoe fitters is Dr. Scholl's "The Human Foot, Anatomy, Deformities and Treatment." This is scientific to the highest degree yet so written that it is easily comprehensible to the intelligent shoe man. It contains over 400 pages with over 300 illustrations. It is one of the standard works on the foot.

Often in your studies you run across words that puzzle you. Dr. Scholl's Dictionary of the Foot is particularly designed for your need. This is a pocket size book and contains over 1,200 words, their meaning and derivation.

In your work frequently you will say to yourself: "If I could get a big picture of the bony structure of the foot, or of the nerves or of the blood vessels I could easily convince this customer what was wrong with her feet." So often has

this question been brought up that there has been prepared for the scientific shoe man's use three beautiful anatomical charts of the foot and leg. These are printed in colors, 18 by 24 inches, and are suitable for framing. They not only can be used for demonstration purposes, but are invaluable in study work. They also form a splendid professional decoration for the Foot Comfort Department. A second set of five charts, known as Dr. Scholl's Foot Charts, is used for much the same purpose. This set is smaller, 8 by 14 inches. It too, is lithographed in colors.

One of the best methods of demonstrating what happens to the foot structure when the foot arches break down, is to show it by means of one of Dr. Scholl's Anatomical Models. These are exact size duplications of the skeleton of the foot. Every bone is reproduced precisely and when the shoe man tells the story of the correction he is seeking to make in his customers' feet, he never fails to convince with a model for it always causes absorbing interest.

SECRET OF SUCCESS

SOMEBODY once asked a big New York banker to tell him his secret of success. He was surprised to get this reply: "Get the facts, be actuated by the right motives and then act." Secret? This was no secret.

But a little reflection reveals a subtle truth behind the banker's answer. Most of us are apt to regard our decisions as making for the success of our lives. We make them conveniently account for most of our "ifs." True enough, they do, but to a limited extent.

Decisions ARE important, BUT—a blacksmith may decide to become an artist, but unless he learns to paint he probably will remain a blacksmith. A merchant may decide to enlarge his store, but unless he calls in a carpenter the new establishment probably will remain an "air castle."

When you decided to study this course you made an important decision. You decided that you, as a shoe man, was going to get more out of selling shoes than you were getting. You took up this course for a reason—you were not satisfied to be an ordinary merchant and ordinary shoe clerk. You saw in the shoe business a real future, you saw yourself giving a service to the public that would yield to you big dividends not only in an altruistic way—in the shape of grateful customers—but in a material way or increased revenue or earnings.

These rewards you can have, they are ready for you. But they are not yours until you ACT—put into motion the things you have learned in this course.

"Going to do" is not "doing." Decision without action is not better than mere attention. It is often even worse, for

many a fine motive has been trampled in the dust of inertia. When you began this course you knew it would be wise and profitable to finish it so that you could wisely administer to the great multitude of foot sore and foot weary people that come into the shoe store seeking relief.

But unless you ACT—study these lessons, finish this course by filling out your examination paper which accompanies the lessons and then put into action the things you have learned, you neither give the service you intend to give, the service you know your customers need, nor do you profit from that service.

In these lessons I have given you the FACTS, the fundamentals upon which the shoe man can build his business and the shoe salesman begin a real career. These lessons, again like the banker's prescription, have given you the right MOTIVE, the relieving of foot troubles, which, if applied, will build a certain future for you.

The third part—to ACT—is entirely up to you. If you finish your course and send in your examination paper and if your grade is over 75 per cent you will be entitled to this finely engraved certificate with your name engraved, signed by the officers and bearing the corporate seal of the American School of Practipedics, which is a regularly chartered educational institution in the State of Illinois. Apply the lessons you have learned, you are bound to become the success that you started out to be.

You will find yourself doing things you never would have thought possible before you took up this course. You will find your sales increasing, you will find it easier to sell shoes, you will prevent costly comebacks and refunds; you will find like hundreds of others have found, that applying these lessons—now, today, in your daily work—that you will develop a following that no one can take away from you, one that will enthusiastically sing your praises and send others to you for the same fine service you have given them.

If there are any questions you would like to ask, do not hesitate, send them in. Perhaps there has arisen some problem upon which you desire more light; perhaps you want

advice on some foot condition that puzzles you. Write in by all means. Your questions will be answered fully and promptly.

A Thought for Today—

What Have I Done Better Today Than I Did Yesterday?

Will the People I Fitted Come Back to Me for More Shoes?

Did I Give Them a Service That Will Make Them Want to?

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Dr. Scholl's Arch Supports

Scientific adjustable appliances, made in a variety of patterns. Each designed for a particular purpose.

Dr. Scholl's Arch Binder

An excellent appliance worn under the hose, for relief in cases of slight arch weakness.

Dr. Scholl's Lastik Metatarsal Pads

Designed to provide a mild correction to weakened Metatarsal arch.

Dr. Scholl's Toe-Flex

For straightening crooked toes and correcting bunions.

Dr. Scholl's Bunion Reducer

Hides the deformity. Removes shoe pressure and reduces through absorption.

Dr. Scholl's Bunion Spring

Acts as a lever and corrects bunion or Hallux Valgus.

Dr. Scholl's Hammer Toe Spring

For straightening out hammer toes and contracted toes.

Dr. Scholl's Bunion Right

A scientific rubber device worn between the toes which brings the crooked bunion toe into line.

Dr. Scholl's Toe Right

Especially valuable for crooked toes. Worn between the toes.

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Excellent for the prevention of crooked run-down heels.

Dr. Scholl's Nu-Grip Heel Liner

Prevents slipping or rubbing in the heel of pumps, low shoes and dancing slippers.

Dr. Scholl's Heel Cushion

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A lubricating, soothing ointment for painful bunions and stiff joints.

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Dr. Scholl's Anatomical Models

Splendid for making demonstration to customers.

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Three charts on osteology, muscles, tendons and ligaments and one veins, arteries and nerves.

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A simple reliable machine for taking accurate impressions of the sole of the foot.

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A book that should be in the hands of every shoe man and student of the foot.

"Dr. Scholl's Practipedic Reference Guide"

Pocket size work on foot correction.

"Dictionary of the Foot," by Dr. Wm. M. Scholl

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Registers inside measurements of shoes.

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Measures foot and tells length and width of shoe.

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